

TARKETT PRESS  
RELEASE

## Tarkett to Co-Host 5-City Workshop Series for Sustainability Thought Leaders

**Media Contacts:**

Kim Bobo  
Tarkett  
706.259.2109  
Kim.Bobo@Tarkett.com

*Educational series, co-sponsored by Tarkett along with BuildingGreen, the Cradle to Cradle Products Innovation Institute, and Google, will explore next-level thinking on the circular economy, material health, and sustainable systems innovation*

**SOLON, Ohio (November 7, 2016)** – Tarkett, a worldwide leader in innovative and sustainable flooring and sports surface solutions, alongside the Cradle to Cradle® Products Innovation Institute, BuildingGreen, Google, and several others, will host a national workshop series entitled “Built Positive: Help Build What’s Next.” Scheduled for Atlanta, Washington, D.C., New York, Chicago, and San Francisco in early November, many at local Google offices, the three-hour interactive workshops will bring together sustainability thought leaders in the built environment to help identify new opportunities to add value to their projects while bringing project values to life.

Facilitated by Nadav Malin, president of BuildingGreen, the high-energy sessions will explore design methodologies, material health programs, product and systems innovations, and a new definition of waste. Attendees will investigate and develop concepts for design, use, disassembly, and reuse that are fundamental to creating positive material flows and realizing positive outcomes for people, planet, and business.

Participants will:

- Discover emerging concepts in the sustainably built environment, including circular economy, buildings as material banks, material passports, health, wellness, and Cradle to Cradle
- Learn to translate a client’s commitment to developing innovative, market-leading projects into a new value model for positive impact
- Explore how materials and products designed with Cradle to Cradle principles form the basis for success in the design of circular systems
- Bridge theories of positive impact with professional practice toward systemic change with bottom line impact

Workshop participants will receive 3 AIA, IDCEC, and GBCI continuing education credits. A networking reception will follow each session.



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The Built Positive Education Series will be held in five cities on the following dates:

**Atlanta**

November 7, 1:30-4:30 p.m. (reception to follow)  
Shaw Contract Group & Steelcase Showroom  
1555 Peachtree St. NE, #150, Atlanta, GA

**Washington, D.C.**

November 8, 1:30-4:30 p.m. (reception to follow)  
Google Washington, D.C.  
25 Massachusetts Ave. NW, Washington, DC

**New York City**

November 10, 1:30-4:30 p.m. (reception to follow)  
Google New York  
76 Ninth Ave., New York, NY

**Chicago**

November 14, 1:30-4:30 p.m. (reception to follow)  
Google Chicago  
320 N. Morgan, Chicago, IL

**San Francisco**

November 16, 1:30-4:30 p.m. (reception to follow)  
Google San Francisco  
345 Spear St., San Francisco, CA

The workshop is being offered free of charge. Pre-registration is required. Participants can learn more and sign up at <http://www.c2ccertified.org/connect/built-positive-workshop-series>.

For more information on Tarkett's comprehensive range of flooring solutions and accessories, visit [www.tarkettna.com](http://www.tarkettna.com).

**About Tarkett**

With net sales of 2.7 billion euros in 2015, Tarkett is a global leader in innovative and sustainable solutions for flooring and sports surfaces. Offering a wide range of products including vinyl, linoleum, carpet, rubber, wood & laminate, synthetic turf and athletic tracks, the Group serves customers in more than 100 countries worldwide. With 12,000 employees and 34 industrial sites, Tarkett sells 1.3 million square meters of flooring every day, for hospitals, schools, housing, hotels, offices, stores and sports fields. Committed to sustainable development, the Group has implemented an eco-innovation strategy and promotes circular economy. Tarkett is listed on Euronext Paris (compartment A, ticker TKTT, ISIN: FR0004188670). [www.tarkett.com](http://www.tarkett.com).

**About the Cradle to Cradle Products Innovation Institute**

The Cradle to Cradle Products Innovation Institute, a non-profit organization, administers the publicly available Cradle to Cradle Certified™ Product Standard and Material Health Certificate, which provides designers and manufacturers with criteria and requirements for continually improving what products are made of and how they are made while providing consumers, regulators, employees, and industry peers with a clear, visible, and tangible validation of a manufacturer's ongoing commitment to sustainability and to their communities. The Institute educates and empowers manufacturers of consumer products to become a positive force for society and the environment, helping to bring about a new industrial revolution. The continual improvement quality standard was gifted to the Institute by William McDonough and Michael Braungart (Cradle to Cradle: Remaking the Way We Make Things, The Upcycle) after more than 20 years of private development with some of the world's leading brands. [www.c2ccertified.org](http://www.c2ccertified.org)



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#### About BuildingGreen

BuildingGreen combines information with insight, convening conversations and generating knowledge to help building-industry professionals and policy makers improve the environmental performance, and reduce the adverse impacts, of buildings. BuildingGreen offers information resources and consulting services to help professionals design and build construction projects from a whole-systems perspective and take an integrative design approach that minimizes ecological impact and maximizes economic performance. Publications are not supported by advertising, so their sole responsibility is to the reader. [www.buildinggreen.com](http://www.buildinggreen.com)



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