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SFC GREENflash E-Newsletter Vol. 69-Mar 2016

1 message

Sustainable Furnishings Council <admin@sustainablefurnishings.org>

Wed, Mar 2, 2016 at 9:30 PM

Reply-To: civimail+r.2602.3100368.a2d6ca2325e79195@sustainablefurnishings.org

To: Janet MacKenzie <janet@sustainablefurnishings.org>



Volume 69, March 3, 2016



SFC thanks our sponsors

Mitchell Gold
+Bob Williams
HOME FURNISHINGS

Room&Board®
HOME FURNISHINGS

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**TEN years of sustaining healthy environments inside & out.
Save the Date for our 10th Anniversary Celebration on Oct 21
in High Point at Union Square where it all began.**

Join us to celebrate our accomplishments and support our look to the future!

Get involved - for instance, YOU could be a **celebration sponsor**,
join our **event committee**, or give the SFC office an **anniversary present**.

Our wish list includes: office chairs, computers, bookshelves, office supply gift cards.

[Contact Susan for more info >](#)

SFC EVENTS:



Sustainability Essentials Webinar:
How to Design a Healthy Home on a Tight Budget



Wellness Within Your Walls®

March 17, Noon ET

Jillian Pritchard Cooke, SFC Board member and founder of [Wellness Within Your Walls](#), will share her expertise, discussing how simple it is to create a healthy home environment on a budget with resources that are readily available. The choices you make matter to ensuring a healthy future, inside your home and out. Learn the questions to ask and answers to look for.

[Click here to Register](#)

GREENleaders
Certified Sustainability Training

H O F F
M I L L E R

Become a GREEN Accredited Professional

Join our LIVE class in [Denver, March 15](#)

Popular and comprehensive training program provides designers, retailers, manufacturers, reps, and others the knowledge and credentials to become experts in sustainability. This industry first, 6-hour exam course was developed in conjunction with the Sustainable Furnishings Council, the #1 organization with board members including ranking staff of World Wildlife Fund, Rainforest Alliance, and a founder of the USGBC. 700 graduated to date. Approved by GBCI for 6 CE hours and registered with IDCEC for .6 HSW CEUs.

Only \$299!

[See full course description here >](#)

Or take the full course [online](#) at your leisure.



EDUCATION PROVIDER

Attention Manufacturers



SFC's [Phil Kean Designs](#) and the National Association of Home Builders announce the 2017 New American Homes in Lake Nona, FL, designed to the standard of SFC's [Wellness Within Your Walls](#). The spectacular new home and re-model will both be furnished by their SFC members!

Do you manufacturer environmentally safe furnishings?

If so, you can be part of TNAH 2017!

TNAH 2017 will be visited by tens of thousands - act today to be included!

Learn more about the 2017 home [here](#) >



Help us tell consumers which manufacturers are FR-Free!

Take this **short survey** initiated by the Center for Environmental Health.

SFC and the CEH both receive numerous calls from consumers eager to identify flame retardant free products. We love to connect them with manufacturers who provide these products, but we need more information. We will use the results of this **survey** to produce an expanded online purchasing guide for consumers who are looking for flame retardant-free furniture.

Please note that this **survey only applies to upholstered seating products**, whether intended for Residential or Office use.

The deadline to submit responses is March 10th.

Thank you for contributing! All eligible products will be included in the updated CEH **online shopping guide** AND on **SFC's on-line finder**.

Did you know ASFD's Green Leaf award for the greenest product was developed with SFC and first awarded in 2010?

We think SFC members should [submit their work!](#)



PINNACLE AWARDS 2016
touching lives by design

CALLING FOR YOUR ENTRIES

Pinnacle Awards 2016:
Celebrating 21 Years
of Exceptional Designs



To win a Pinnacle Award is the highest product design honor in the home furnishings industry for 17 categories of:

- Furniture
- Accessories
- Lighting

You should be there.

Enter online now at asfd.com/pinnacle-awards
Submission Deadline: June 1, 2016



TextileExchange
Creating Material Change

The first draft of the Responsible Wool Standard has been completed, and the 60-day Public Stakeholder Review is underway. Join this webinar to learn more about the standard, so that you can give meaningful input and learn about how to get involved.

Wednesday, March 9, 2pm ET

Register Today!



Celebrate Earth Hour - March 19, 8:30pm local time

Earth Hour is a worldwide grassroots movement uniting people to protect the planet, and is organized by WWF. Engaging a massive mainstream community on a broad range of environmental issues, Earth Hour was famously started as a lights-off event in Sydney, Australia in 2007. Since then it has grown to engage more than 7000 cities and towns worldwide, and the one-hour event continues to remain the key driver of the now larger movement.

#SustainableSaturdays

with

Habitat for Humanity ReStores®

Give your used furniture a second life.

RECYCLE IT AT YOUR LOCAL Habitat ReStore®!

Help us keep 10 tons of furniture out of our landfills.

Next #SS is March 12!

[Participate here >](#)

Premium Education Offered by SFC!



Over 75% of consumers are interested in buying environmentally safe furnishings, but 44% of them have no idea what solutions YOU have on offer. Let SFC empower YOUR sales staff to Sell GREEN Contact us to schedule our customized training, live or by webinar.

And what other Educational Offerings does SFC

have scheduled?

Check out our
Events Calendar for 2016!

Welcome New Members!



Coco-Mat: By strictly using 100% natural materials for our beds and mattresses, we harness all this energy and kindly offer it to you. Every natural material raised with rain water and kissed by the sun, accumulates the sun's everlasting energy. The longer they stand under the sun's watch, the more they brim with sunshine. We make mattresses, furniture, linens and accessories.



Poly6 Technologies is combating environmental destruction by introducing high performance sustainable materials to society. We provide Citrene™, a citrus-based, fully curable protective coating that makes the lives and businesses of our customers better. Citrene™ exhibits a unique combination of environmental, performance and processing advantages which not only proves to be good for the environment but also proves to be good for business.

STEPHANIE SEAL BROWN HANDWOVENS

Stephanie Seal Brown Handwovens: Working on traditional Swedish wooden handlooms, every textile is woven entirely by hand in a slow thoughtful process as old as time. It is very intimate--every inch of every thread passes through hands multiple times as we warp the looms, weave the webs and finish the final cloth. We use selected European linen and cotton yarns from a Swedish dye house. Exceptional fiber sources, dyes, and craftsmanship yields an authentic textile that will stand the test of time.



VFX Direct: Adoption of 3D modeling and rendering services can serve as a permanent solution and replacement for legacy photographic processes. Keep the sense of reality and the feel of a "organic" environment when moving over to digital workflow. 3D Models and environments created by VFX Direct will allow your customers to see and even more importantly feel no differences over traditional photography.



[Click here to view all SFC Members on our website!](#)

[Click here to join the growing list of member companies!](#)

MEMBER NEWS



WWF Forest Sector Transformation FY15 Annual Review

In recent months, forests were elevated on the global agenda through their inclusion in the Paris Climate Deal and the endorsement of an ambitious and comprehensive forest target in the Sustainable Development Goals. Now more than ever, the forest sector has the opportunity to play a central role in the transition to a greener, more inclusive, “one planet” economy. [Read the full report here >](#)

WWF Job opening in DC

World Wildlife Fund (WWF), the world’s leading conservation organization, seeks a Senior Program Officer at our Washington, DC office. The Senior Program Officer (SPO) is part of the WWF-US Forests team, whose vision is to conserve the world’s forests to sustain nature’s diversity, benefit our climate, and support human well-being.

Interested? [See qualifications here >](#)



Did you see the [HFB article](#) with their research showing growing concerns about sustainability issues in furnishings? The conclusion is that though consumer desire for eco-friendly furnishings is growing, even those companies that offer many environmentally safe options are not telling the story sufficiently. With customized training for sales staff, SFC can help you tell your eco-story - [Contact us](#) today to get on the schedule!



SAN/Rainforest Alliance Impacts Report 2015

RFA summarizes the effects of SAN/Rainforest Alliance farmer training and certification through an exhaustive review of nearly two dozen scientific studies and the audit data from over 200 certified farms and farmer groups. [Read more here >](#)

Protecting Oaxaca's Natural Treasures through Community-Based Tourism

For the past two years, the Rainforest Alliance has worked with communities across Oaxaca to introduce sustainable tourism as a means of conserving these stunning landscapes. [Read more here >](#)

SFC thanks the CPSC for Moving Towards a Rule to Adopt the CA standard on flammability

The US Product Safety Commission unanimously approved an amendment addressing upholstered furniture flammability. [Read more here >](#)



PAULA GRACE DESIGNS
YOUR HOME. YOUR LIFE. YOUR DESIGN.

Traditional Home Magazine designer contest

Vote for SFC member Paul Grace Halewski of [Paul Grace Designs](#) in Ashburn, Virginia. Paula is honored to be nominated but would like your help. It just takes a minute to [vote today](#). Thank you!

Member info needed for member kits



Each month we send out 20+ member kits to new and renewing members and we would love to include info about your company. SFC can be a great way to network! Let us help you build your business! Contact Janet, [252-368-1098](tel:252-368-1098) or janet@sustainablefurnishings.org with questions or info.

Industry & Environmental News

The Case for Optimism on Climate Change

Al Gore has three questions about climate change and our future.

First: Do we have to change?

Second: Can we change?

Then, the big question: Will we change?

[View Al Gore's TED talk here >](#)

Poor Countries Aren't The Only Ones That Will Suffer From Climate Change

A well-meaning but ultimately flawed new study tries to argue that climate change is even more unfair than we thought. It has long been understood that climate change is uniquely inequitable and immoral since most of the world's poorest countries will suffer greatly from its impacts, even though they have contributed little or nothing to the problem because they are historically low emitters of carbon pollution. [Read more here >](#)

Supreme court ruling on Obama's clean power plan just a 'bump in the road'

Many states have begun shifting funds to clean energy, and the administration has touted measures such as tax credits that it says will have a larger impact on curbing emissions – and still anticipates a win in the supreme court in June. [Read more here >](#)

The solution to climate change that has nothing to do with cars or coal

Recent estimates suggest as much as a third of climate emissions could be offset by stopping deforestation and restoring forest land — and that this solution could be achieved much faster than cuts to fossil fuels. [Read more here >](#)

Two-Thirds of the World Faces Severe Water Shortages

About four billion people, or two-thirds of the world's population, face severe water shortages during at least one month every year, far more than was previously thought. [Read more here >](#)

Leonardo DiCaprio Devotes Oscars Speech to Climate Change

DiCaprio states, "Climate change is real, it is happening right now. It is the most urgent threat facing our entire species, and we need to work collectively together and stop procrastinating." [See *The Revenant* trailer here >](#)



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL

RECENT NEWS:

[Anti-GMO Labeling Bill Taken up by Senate Committee](#)

March 1, 2016

The Senate Committee on Agriculture, Nutrition, and Forestry held a hearing on March 1, 2016 where they approved the Safe and Accurate Food Labeling Act, nicknamed the "DARK Act," on a vote of 14 to 6. The bill, which would block states from passing their own laws requiring labeling of products with genetically modified organisms (GMOs), now moves... [read more](#)

[Regulations are Good for Good Businesses](#)

February 29, 2016

Bryan McGannon, director of policy for ASBC, wrote an op-ed in The Hill discussing how regulations are vital to business owners' success.

[Businesses Object to Plan in Senate to Prohibit GMO Labeling, Call for National Labeling Law](#)

February 29, 2016

WASHINGTON, DC (February 29, 2016)—Tomorrow, Tuesday, March 1, the U.S. Senate Committee on Agriculture, Nutrition and Forestry is holding a hearing to markup a bill similar to a House bill that would prohibit states from mandating labeling of genetically modified ingredients in food. In response, the American Sustainable Business Council and... [read more](#)

[ASBC Tells Congress Regulations Are Necessary](#)

February 26, 2016

In a letter to the House Judiciary subcommittee on Regulatory Reform, Commercial and Antitrust Law, ASBC laid out the business case for why regulations level the playing field and drive innovation while limiting or preventing destructive forms of economic activity. The letter was submitted for the record on the Feb. 24 hearing titled, "Triple... [read more](#)

[ASBC Helps Launch Business Clean Energy Policy Website](#)

February 26, 2016

ASBC played a leading role in the developing the new website, American Business for Climate Action and Clean Energy. The website compiles the latest research, news items, op-eds and other materials beneficial to policymakers and other influencers about the need from the business community for a transition to a clean energy economy.

[What Does Business Want from Climate Action?](#)

February 24, 2016

Zach Bernstein, ASBC's research and social media manager, wrote an op-ed in GreenBiz.com stressing the need for business leaders to call on Congress to take action on climate change.

[Earth Friendly Products Presents ASBC in Special Event](#)

February 23, 2016

The Greek Reporter wrote an article about Earth Friendly Products' special event to introduce the

amazing work of the American Sustainable Business Council.

[New ASBC Externalities Report Released](#)

February 17, 2016

ASBC members, Rob Lederer (Management Resources Inc) and Richard Lawton (Triple Ethos) wrote a report on externalities discussing how conventional accounting methods fail to reflect the true costs of business activity on the environment and society. If our economy is to become truly sustainable, externalities must be factored into economic and... [read more](#)



Is Solar Energy Bad for the Economy? Here's the Truth.

**It's like a broken record. Over and over again,
Big Polluters tell us renewable energy kills jobs.
They say clean energy is bad for the economy.**

- Since 2010, Solar Jobs have increased by 123% in the US.
More than 35,000 solar jobs were added since November 2014.
- Solar employs three times more Americans than coal mining does.
The median salary for a solar designer in the industry is about \$27 per hour.
- The solar industry is good for the US economy - it's booming.
Solar is putting more and more Americans to work and it's powering more and more American homes and businesses
- Women now hold 24% of US Solar Jobs.
The solar industry employs Americans in all 50 US states.

Who's afraid of the sun? As corporate interests push back against rooftop solar in places like Nevada, it's more apparent than ever that Big Polluters aren't interested in the truth when it comes to clean energy.

(Source: [The Climate Reality Project](#))



Ready to take the next step in SFC Membership and be recognized as Exemplary?

Contact [Susan](#) to see how to qualify.

[Click here](#) to view the Exemplary Manufacture Requirements and [here](#) for the Exemplary Retailer Requirements.

We want you to get the recognition you deserve!



Join the SFC in our 10th Anniversary Year!

Show the world that your business has made a verifiable **commitment** to sustainability, AND help us further our mission of **sustaining a healthy future inside & out.**

If you no longer wish to receive mailings from the SFC, you can [unsubscribe](#) from this mailing or [opt out](#) of all future mailings.

This message sent from:
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