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Sustainable Furnishings Council <admin@sustainablefurnishings.org>

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Volume 74, August 8, 2016



SFC thanks our sponsors

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Be part of our TENth Anniversary Celebration!



TEN years of sustaining healthy environments inside & out

- Celebrate our accomplishments and support our look to the future at our 10th Anniversary Celebration on October 21 in High Point at Union Square, where it all began.

Get involved as a sponsor - earn recognition and help make it a great party!

Program Highlights will include:

- Special recorded Keynote video message from Al Gore
- [Video of members](#), with a focus on Founders
- DESIGNINGreen Leaders Thom Filicia, Mitchell Gold, Barry Dixon, Robin Wilson, Angelo Surmelis, Dann Foley, and others
- Announcement of results of Wood Scorecard Project with WWF
- Announcement of the winners of #GetYourGreenOn



See Volume 2 of our video NOW
and *RSVP Today to attend the event!*

Thank you to our current sponsors:

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Gold Level:



Silver Level:



Bronze Level:



SFC EVENTS:



Sustainability Essentials Webinar
Cotton - the challenges and the solutions

August 18, Noon ET

Cotton is our favorite natural fiber, for our homes and for our clothes. Learn from expert Liesl Truscott, who serves as European & Materials Strategy Director at [Textile Exchange](#). She will describe what impact our appetite for cotton is having on ecosystems and communities, AND how careful choices in cotton sourcing can help save the world.

[Register Today](#)>

#Sustainable Saturdays

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 August 13!

[Participate here](#) >



THE MARKET FOR HOME + LIFESTYLE

Sustainability Today 101 at NY NOW

August 22, 12-1pm

You may not have gone green yet, or you may have taken your first steps toward green. In either case, here's a class that will fill you in on what your next simple steps can be. Susan Inglis of SFC illuminates a path forward, providing tips for growing your business as you "green" it. You will also learn what we all must know about sustainable products in 2016 - what to look for in a sustainable suppliers, materials, processes and your business.

[Register Today!](#)



Live on Five - NYDC 5th Floor Party, August 23, 6:30-9pm

Sustainable Furnishings Council, celebrating TEN years in 2016 is dedicated to the triple bottom line of sustainability: preserving ecosystems, supporting communities, and building economies so that there are plenty of resources left for future generations. SFC Executive Director Susan Inglis and Founding Member Tucker Robbins share a background in artisan enterprise development as well as ongoing work with traditional craftspeople around the world. Currey & Co. supports artisan entrepreneurs in all their manufacturing. Share in conversation about how crafting traditions are effected by our fast-changing world. Be inspired and be part of the change we want to see.

Participating Showrooms include SFC members Tucker Robbins, Currey & Co & Theodore Alexander.

Register Today!

[See other SFC Members @ NYDC!](#)



**Sustainable Furnishings Council is a proud Supporting Sponsor of
Prop. 65 Annual Conference, Thursday, September 15 and
Green Chemistry Annual Conference, Friday, September 16 in San Francisco.**

Learn about the challenges complying with Proposition 65, the new regulatory efforts by the State of California's Green Chemistry Initiative, the impact of EU REACH and Brexit on U.S. businesses, regulatory changes in China and understand how regional, national and international regulations affect the supply chain.

If your SFC members register before July 29, to receive the Early Bird discount of just \$200 to attend both Conferences or \$150 to attend one of the events. That's a savings of \$1000!

[Register Today>](#)



Join us at SustyBiz16 in Washington DC, September 25-27.

What is ASBC's- Annual Summit is all about? Making sure that the voice and ideas of sustainable business are heard on Capitol Hill and in the Administration. SFC's Susan Inglis will be there - will you?

SustyBiz provides business leaders the opportunity to directly engage in the policy process, as important today as it has ever been.

[Learn more>](#)



Preferred Fiber & Materials – Creating Material Growth

A Global Textile Sustainability Conference

October 3 – 6, 2016, Hamburg, Germany

Register Today for Early Bird Rates!

Premium Education Offered by SFC!

GREENleaders
Certified Sustainability Training

Become a GREEN Accredited Professional

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 covers the issues our industry impacts, the way consumers are thinking now, and many many questions to ask/answers to look for, as well as a powerful sales training. It is approved by GBCI for 6 CE hours and registered with IDCEC for .6 HSW CEUs.

Only \$299! SFC members can enjoy a 25% discount!

See full course description here >

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

Live Classes include!

New York Design Center - Nov 10, 2016, 9am - 5pm

Miromar Design Center - Jan 12, 2017, 9am - 5pm

Las Vegas Market- Jan 25, 2017, 9am - 5pm

Live Online - Each Friday, Jan 6 - Feb 10, 2017, noon ET

Register today to get the early bird special of 50% off!



**EDUCATION
PROVIDER**



Over 84% of consumers are interested in buying environmentally safe furnishings, but over 45% of them have no idea what solutions YOU have on offer. Let SFC empower YOUR sales staff to Sell YOUR Environmentally-Safer options more effectively. Contact us to schedule our customized training, live or by webinar.

What other Educational Offerings does SFC have scheduled?

**Check out our
Events Calendar for 2016!**

Welcome New Members!



Kreber: With more than 45 large, beautiful, smartly designed room sets, Kreber's NC photo studio is one of the largest in the nation, and it can be your creative playground for both photography and video. Natural light bays, a master carpentry and paint shop, and all the tools and technology you can dream of allows our creative teams to dream big.



Nature In Sync Evolutions Inc.

Nature in Sync Evolutions Inc. is located in Denver, CO. Their goals include investing in Sustainable Projects and Green Developments. They are interested in partnering with innovators and creators of Sustainable Concepts. NISE has a focus on any Environmental related projects and investments. NISE-RE has a focus on Green Real Estate projects.

Sherpa Inc
a benefit company

Sherpa, Inc is a benefit company for businesses in every segment of the economy. Their global experts can help you with continued improvement for social responsibility, stakeholder engagement, sustainability strategies, program implementation, marketing & reporting. They also offer turnkey SOFAIR project management for the furniture industry.

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



Join the growing list of member companies!



MEMBER NEWS



What do you and your suppliers know about where your wood comes from? What is your corporate wood sourcing policy? Did you know that SFC offers members a template for a wood sourcing policy? SFC is pleased to be working with WWF on a Wood Scorecard Project that will evaluate how well furniture companies are keeping up with the sustainability of their wood supply. Results will be announced at our Tenth Anniversary Celebration in High Point on October 21.

FOREST LEGALITY
ALLIANCE

A tool to help companies buy legal forest products

The Risk Tool, a project of the Forest Legality Alliance in cooperation with partners around the world, helps users ask informed questions about where their forest products come from and what issues a buyer might encounter. Information about forest products and legality is presented by country and by species. [Check it out today>](#)



Naturepedic Awarded the EMA
Healthy Family Seal

Congrats and well deserved!

Here is a great idea from your fellow SFC member [Collectic Home](#)

When you re-use shipping cartons and packaging materials, use an attractive label to let your customers know why. Here is one that Greg Greeson developed - [Download the PDF today>](#) Thank you, Greg!



Designing a Sustainable World Through Commerce: Achieving the SDGs Through Cradle to Cradle Design – A Fireside Chat with William McDonough. [Read more>](#)



ASFD names judging panel for 2016 Pinnacle Awards

Many of the 16 judges named are SFC members or partners, Russell Bienenstock, editorial director and CEO, **Furniture World** magazine; Christopher Eitel, director of design and production, **Vladimir Kagan Design Group**; Susan Inglis, executive director of **Sustainable Furnishings Council**; Dr. Jane Nichols, department chair of home furnishings and interior design, **High Point University**; George Perez, professor and graduate coordinator for the M.A. and M.F.A. furniture design programs, **Savannah College of Art and Design**; Richard Prisco, professor of industrial design, Appalachian State University; Erin Berg, associate editor at **Furniture/Today**. [Read more>](#)



Stay up to speed with Forestry issues, Climate Change Mitigation and Measuring our Impact. Subscribe to the RFA newsletter. [Read the last issue>](#)

Industry & Environmental News

At least 255 factories in Shanghai have been ordered by the Chinese government to temporarily close in advance of the G20 Summit hosted by Hangzhou, Sept. 4-5, and the impact on the furniture industry is becoming more clear. [Read more>](#)

World's largest carbon producers face landmark human rights case: Filipino government body gives 47 'carbon majors' 45 days to respond to allegations of human rights violations resulting from climate change. [Read more>](#)

Why Apple is buying and protecting forests in the US and China. Plus Apple partners with FSC and WWF. [Read more>](#)

LED Lighting Adoption Rising: Those who purchase smart lighting tend to already own LEDs. [Read more>](#)

Recruiting lumberjacks, architects and carpenters to combat climate change. New FAO report explores how wood products add to forests' role in carbon storage. [Read more>](#)

For design enthusiasts worried about forests being axed for furniture, this may come as a bit of a surprise: buying a table made of wood instead of metal or plastic could significantly help cut carbon emissions, according to a U.N. agency. [Read more>](#)

When it rains, it pours...and increases soil erosion potential in a changing climate. [Read more>](#)



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL

RECENT NEWS:

3 Key Sustainable Business Policy Battles to Watch

July 27, 2016

Zach Bernstein, ASBC's research and social media manager, wrote a column in GreenBiz.com urging business leaders to support a carbon tax, proper GMO labeling and the Young Farmer Act.

Are 'Clean Tax Cuts' The New Carbon Tax?

July 25, 2016

E&E news discusses the spirited debate at ASBC's policy forum during the RNC about the best way to cut emissions. Supporters of a carbon tax tangled with Rod Richardson, president of the Grace Richardson Fund, who says "clean tax cuts" would be easier to pass with Republican help.

Not the Environment for Sustainable Strategies to Fight Climate Change

July 25, 2016

Cleveland.com discussed ASBC's policy Forum at Cleveland State University on July 20th on climate change, carbon dioxide reductions and corporate sustainability programs aimed at making business greener—all issues largely ignored by the Republican National Convention.

Tammell S. Crow Wants Republicans to 'Wise Up' on Environment

July 25, 2016

An article in the Dallas Morning News discussed how Conservative Dallas philanthropist Tammell S. Crow, a panelist on ASBC's Policy Forum on Conservative Thought and Sustainability at the

RNC, makes the business case for cleaner energy

Conservatives Speak Out for Climate Action in Cleveland

July 22, 2016

CLEVELAND, OH –Conservative thought leaders and business executives convened this week in Cleveland to discuss climate change at a forum organized by the American Sustainable Business Council (ASBC).

Breaking with the official GOP position of skepticism, executives spoke passionately about challenge posed by climate change, and... read more

Can Climate Be a Bipartisan Issue?

July 13, 2016

Zach Bernstein, ASBC's research and social media manager, wrote an op-ed in TriplePundit urging a bipartisan approach to tackling climate change.

"What's the Business Case for a Sustainable Economy?" Forum Explores Bipartisan Values with Business Panelists

July 12, 2016

PHILADELPHIA, PA (July 12, 2016)—Is there a business case for sustainability, and what is its impact on the economy? On Tuesday, July 26, the American Sustainable Business Council (ASBC) will host a forum showcasing responsible business practices and exploring policies to encourage their wider adoption. ASBC is hosting a... read more



Avoiding Greenwashing: 10 Principles of Truly Sustainable Packaging Design

1. **Start with commodity materials** that are commonly recycled at major municipalities: #1 PET, #2 HDPE, Aluminum, Glass, Paper, Paperboards.
2. **Design the package from a single material.** Single-material packages are easier to identify and separate during recycling.
3. **Focus on the product-to-package ratio.** The package should be as small as possible while still protecting the product and providing adequate branding real estate.
4. **Design for assembly at the point of manufacture.** Think through the assembly steps, as well as the use of hand labor versus automation. The more efficient the better.
5. **Avoid gluing and laminations.** Laminations and glue make it impossible to separate materials for recycling, and can negatively impact what would be an environmentally friendly package.
6. **Design for distribution.** Design primary, secondary and tertiary package from the beginning, looking to optimize all package dimensions for pallet efficiency.
7. **Eliminate secondary and tertiary packaging when possible.** Look for opportunities to make the primary package more robust, as well as combining functions of shipper and POP displays.
8. **Design for disassembly.** The end user will ultimately be responsible for cleaning and separating the packaging components for end of life. Use of the How2Recycle label is helpful in communicating what to do.
9. **Clearly mark the materials on the packaging components.** Design in-mold recycle codes or labeling to let consumer know what the material is.
10. **Use Lifecycle Assessment.** Only in understanding the entire supply chain do you fully understand the true benefits (or costs) of your packaging materials. Improvements in distribution could greatly offset a more premium material selection or increase in manufacturing complexity.

(Source: [Sustainable Brands](#))



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.

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