

# Sustainable Furnishings Council eNewsletter January 2021



## Message from Susan Inglis, SFC Executive Director



We are starting the year with a mess to clean up, and not only on Capitol Hill! Over the holidays the outgoing administration made six new attacks on the environment, as reported by [EcoWatch](#). Some of these problems will be more easily rectified than others, but all of them will require prompt attention from the incoming administration, so also require our attention. But most of us are starting the year thinking about sustaining our businesses in a world much changed from this time last year.

Early last year the [World Economic Forum](#) identified the greatest threats to the world economy, in terms of impact and of likelihood of occurrence. The threat of a pandemic was in the top quadrant in terms of impact, but all the threats in the top quadrant, in terms of likelihood of occurrence as well as impacting our environment: climate action failure, biodiversity loss, extreme weather, natural disasters, human-made environmental disasters, and water crisis. None of those threats have lessened in the last year. Action to protect the environment must be decisive and ongoing, in government policy as well as in our individual businesses.

We all have challenges in creating true sustainability in our businesses, not least because sustainability is multi-faceted, and few are expert in the range of facets. SFC's newly formed Working Groups are a solution to the challenge. Starting this month we have a structure for peer-to-peer learning on reducing carbon emissions; maintaining health and wellness; ensuring social equity; reducing waste; managing water; and incorporating circularity. Please [join us](#), for the difference it will make in your business as well as in our shared future. We need each other now more than ever.

Please contact [Susan](#) or [Angie Kenny](#), Member Services Manager.  
See all [Benefits](#) of SFC Membership

## SFC Welcomes New Members of the Board of Directors



**Michela O'Connor**  
Abrams,  
MOCA+



**Nancy Fire,**  
Design International  
Works



**Jennifer K.**  
Harmon,  
Milliken &  
Company



**Michael J.**  
Hirschhorn,  
mebl



**Jason Phillips,**  
Phillips Collection

## SFC Educational Opportunities

### [COVER Connect: Sustainability in Practice](#)



Tuesday, January 12, 1 PM EST

SFC's Susan Inglis joins a panel including Michael Christie of The Ruggist, Scott Welker of GoodWeave, and Reto Aschwanden of Label STEP to talk with Ben Evans, HALI Editor, about how we support our reach in taking practical steps to reduce environmental footprint.

[Register Today](#)

## SFC's Working Groups

In response to our recent SFC member survey we know you are prioritizing corporate sustainability, and that you want help not only from SFC staff, but also from your peers. Sustainability is complex, and furnishings supply chains are also complex. SFC's new Working Groups will provide a forum for discussion and for sharing practical advice. The 6 SFC Working Groups will focus on 6 different and often interrelated aspects of sustainability. To sign up, click the link below, the first meeting dates are noted:

- Incorporating circularity -- [SFC Circularity Working Group](#) (January 15)
- Reducing carbon emissions -- [SFC Carbon Working Group](#) (January 22)
- Maintaining health and wellness -- [SFC Health Working Group](#) (January 29)
- Ensuring social equity -- [SFC Social Equity Working Group](#) (February 5)
- Reducing waste -- [SFC Waste Working Group](#) (February 12)
- Managing water -- [SFC Water Working Group](#) (February 19)
- [Sign me up for ALL the Working Groups!](#)

Each group will meet every 6 weeks, on Fridays at 3 pm EST, via GoToMeeting. You are invited to participate in any or all of the groups.

## What is Sustainable Furniture Anyway?



Sustainability Essentials Webinar

Thursday, January 21, Noon - 1 PM EST

Sponsored by IDS.

Learn from SFC Executive Director and resident expert, Susan Inglis as she elaborates on what sustainability issues we impact as we make choices in our furnishings. You will come away with key questions to ask and answers to look for as you specify product, whether furnishings or accessories, in wood, leather, textiles, etc. And you will be inspired! THEN you can USE this new knowledge to plan to enter the 2021 Designer of the Year competition in the sustainability category and #GetYourGreenOn!

Course Number: CEU-104621

Learning Level: Basic — Designation: Health, Safety, Welfare — Subject Code: 3. Interior Design Education / 1. Instruction

Content also includes a synopsis of GREENleaders, the industry's first certified sustainability training course. Expect helpful information you can begin using in your business immediately as well as answers to your questions about getting the most out of SFC membership.

[Register Today](#)

Did you miss last month's Sustainability Essentials Webinar: Consider LIGHT? Check out the [recording!](#)

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**GREEN**leaders  
Certified Sustainability Training

This popular 6-hour exam program provides an excellent grounding in sustainability issues and offers practical solutions for growing an eco-friendly home furnishings business. Developed in 2009 by a LEED AP, in conjunction with the Sustainable Furnishings Council, the course is now updated with input from experts in the field including ranking staff of World Wildlife Fund, Rainforest Alliance, and National Wildlife Federation. It delivers a comprehensive overview, cutting edge advice, and inspirational ideas in 6 units. GREENleaders training gives designers, retailers, manufacturers, reps, and others the knowledge and credentials they need to become experts in sustainability.

Try GREENleaders [online](#) — learn at your own pace!

Approved by GBCI for 6 CE hours and registered with IDCEC for .6 HSW CEUs (6 ceu). Please visit our [website](#) for more details on this comprehensive training program.



**Time to renew Your GREEN AP?**

[Renewal Form](#)



**Membership News**

**SFC Welcomes Our New Members....**

MODERN·MILL  
A FRESH APPROACH TO BUILDING MATERIALS

  
BEATRIZ BALL  
NEW ORLEANS

M | O  
C | A

NCSU Forestry &  
Environmental  
Outreach  
Program

T  
&  
P

...and Thanks Those Renewing!

ML JACOBSON  
DESIGN  
Interior & Exterior Design

 Selamat

  
crestleather

ids  
INTERIOR  
DESIGN  
SOCIETY

FK  
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Rowe  
Furniture

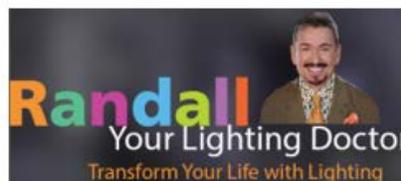
monte

Fermob

furniture  
lighting  
&decor

Room&Board®  
HOME FURNISHINGS

FD  
FUSION DESIGNED



[Healthier Materials and Sustainable Building Online Program](#)



A series of courses developed by Healthy Materials Lab at Parsons School of Design offers a comprehensive education, delivered by experts, on materials and how they impact human health. Deepen your knowledge of material health and exceed your clients' expectations.

23.5 IDCEC (HSW) CEUs

[Registration is currently OPEN](#)

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## [Textile Talks and Lenzing Seminar Series at TexWorld](#)



**Addressing Climate Change From The Start**  
**Thursday, January 14, 12:00 pm EST**

**Moderator:** Kelly Drennan - Founding Executive Director, Fashion Takes Action

**Panelists:**

- Ashley Gill - Director of Standards, Textile Exchange
  - Diana Rosenberg - Product Sustainability Manager, Gap Inc.
  - Walter Bridgham - Senior Business Development Manager, Lenzing Fibers Inc.
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RRS is working with designers, brands, retailers, haulers, municipalities, mechanical and chemical recyclers, advanced recycling technologies, collaborative initiatives, and trade/industry groups. We're trying to affect change in textile recovery. Below are some of our services related to understanding and improving textile recycling.

- |   |   |
|---|---|
|  Textile Waste Audits & Fiber Characterization Studies |  Fiber-to-fiber End Market Development                 |
|  Waste Flow Evaluations & Waste Mapping                |  Sourcing Studies & Feedstock Analyses                 |
|  Textile MRF Design                                    |  Economic Feasibility Analyses & Cost Modeling         |
|  Sorting Equipment & Sort Testing                      |  Value Proposition & Opportunity Statement Development |
|  Bale Specification Development                        |  Communications, Outreach & Training                   |

To get the help you need, contact [Marisa Adler](#) at RRS.

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## Let's Begin at the End, Market That Is

New Narratives By Jamie Facciola, [Furniturecycle](#)



Lucy and I passed 7 discarded Christmas trees on one walk last week. The city of Oakland (and probably your city or town too) offers a free Christmas tree pickup service immediately following the holidays. You just need to follow a few rules: no stands, no decorations, no fake snow. This makes it easy for waste haulers to send the trees to the compost pile instead of the landfill. There, they break down and new soil is born.

Trees have an end market: a place to go that recaptures their value.

Most furniture comes from wood, from trees. It's treated and processed but its core is wood. Yet, wooden furniture is discarded on the street every day without a system to capture its value, protect its embedded carbon, or extract its latent potential for other uses. It's complicated, there are myriad types and sizes, a variety of conditions, dozens of material inputs, etc. I get it.

Even so, where is the end market for discarded furniture? The landfill. How ironic, since it has a global supply chain of “added value” invested in it. This linear system of taking, making, and tossing in the trash can’t be sustained on a finite planet with a growing population, and definitely not equitably.

We can’t close loops, however, without end markets. We can’t have end markets without assigning materials market value. We can’t assign materials market value when our systems continually devalue used products, stigmatize labor, and externalize the (huge) true costs of low quality, high turnover goods. Typically this is when government steps in. For example, composting green waste (like Christmas trees) is required by the state to help combat climate change; hence, a forced market development tool created on behalf of the greater good.

What lessons can we take away for discarded furniture? How can we grow thriving end markets that return value to what already exists? How can we encourage investments in green jobs to refurbish and reupholster this huge stream of discards?

See more [@furniture.cycle](#)

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## HFA offers resources to members and others in the industry

The Home Furnishings Association is here to help members during this new economy. On this [page](#), members will find the information they need to navigate these difficult times — from small business loans to human resource issues to special tax benefits. And because we believe our greatest benefit as an association is collaboration, we’re posting stories from our members just like you about best practices that are working.

[Learn More](#)

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## Celebrating Hearts & Heroes

The HEARTS Awards start with an auction to benefit No Kid Hungry - [BID NOW](#) - before January 12 - on these amazingly transformed plates!

A one-time special event, The HEARTS Awards, held at the Dallas Market Center, during the Total Home & Gift Market, June 23-29, 2021, will celebrate hearts and heroes who showed outstanding leadership, empathy and service during the pandemic. SFC is proud to participate. Honorees have been [announced](#) by Dallas Market Center and will be celebrated at a gala next summer.

[Learn More](#)

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USGBC-LA events support sustainability and build community around the greater Los Angeles region through education, thought leadership, and valuable connections. Every event from local Branches, Committees meetings, Trainings, Tours, Conferences, or even Ping Pong is a moment designed to lead to impact and action. Please join us!

Click [here](#) for all events or [here](#) for the Talent Portal.

Click [here](#) for other upcoming community events brought to you by our partner organizations.

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## **BUSINESS DEMANDS TRUMP REMOVAL, TRANSPARENCY FOR DONATIONS & RESTORING RULE OF LAW**

“The ability to conduct business depends on the rule of law and equal justice, which came under attack [January 6] when domestic terrorists assaulted and ransacked the U.S. Capitol building and disrupted and threatened members of Congress while executing the business of the American people.

For that reason, the American Sustainable Business Council, representing more than 250,000 businesses believes several critical steps must be taken immediately to restore the rule of law and hold accountable those terrorists and those who encouraged, enabled and/or incited them.

1. Vice President Michael R. Pence with the Cabinet should immediately invoke the 25th Amendment to remove all presidential authority from Donald J. Trump. Congress should immediately move to impeach and convict Trump to hold him accountable and assure he will never hold another office of public trust again.
2. Congress should establish an independent investigation of the horrific and sickening events of January 6th to examine the apparent failure to properly prepare for the possibility of violence which had been signaled for weeks; to hold accountable those charged with preparing and protecting people and property; to establish responsibility and bring to justice the terrorists who stormed the Capitol and its grounds and those who aided and abetted them; and to examine the widely different responses to the events of January 6th and the far more aggressive preparation and response to largely peaceful protests in Black Lives Matter Plaza in Washington and in other cities around the nation last summer.
3. The pervasive influence of anonymously sourced and unlimited political campaign financing at all levels of government, equating a vote purchased to a dollar invested with no accountability, encourages the spread of false and misleading information and undue influence peddling, creates division and wreaks havoc on moral and legal guardrails defending democracy and the rule of law. ASBC and our members call on all private and public companies to commit to full transparency in their political contributions and lobbying efforts and to broadly support needed campaign finance reform. In response to the January 6th armed attack on the U.S. Capitol, ASBC calls for a comprehensive divestment campaign of all resource support for elected officials found guilty or implicated in aiding, encouraging or inciting attacks undermining our democracy.

Now is the time for business to commit to a responsible and transparent engagement in our political system thereby ensuring the rule of law is upheld so we can move forward to build a strong equitable and sustainable economy.”

Here is where businesses can sign on: <https://asbc.salsalabs.org/businessesmuststandtogetherforclaimourdemocracy>



## FSC by the numbers as of December 2020

2,439 CoC Certificates, US	3,736 Companies CoC certified, US
46,600 CoC Certificates, Worldwide	35.2 Million Acres Certified forest area, US
154.9 Million Acres Certified forest area, US & Canada	548.0 Million Acres Certified forest area, Worldwide

## What's it made of?

### WHAT'S IT MADE OF?



The "[What's it made of?](#)" Initiative is a joint initiative of SFC, [American Sustainable Business Council](#), [Center for Environmental Health](#), [Healthy Materials Lab at Parsons School of Design](#), and others to encourage transparency in supply chains and stimulate innovation for the reduction of harmful chemicals in furnishings. Take the [pledge](#) and learn more about avoiding VOC's like formaldehyde, flame retardants, highly fluorinated stain treatments, antimicrobials and PVC, or vinyl!



## Ready for the next step?



## Thank You to Our Generous Sponsors!



## New HQ for SFC!

SFC has moved to a new High Point office - in the Radio Building, 164 South Main Street. Come see us when it is safe! In the meantime, send all correspondence to our new mailing address: P.O. Box 21, High Point, NC 27261.

This message sent from:  
Sustainable Furnishings Council

PO Box 21  
High Point, NC 27261  
United States  
[www.sustainablefurnishings.org](http://www.sustainablefurnishings.org)

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