O! the trouble we continue to have BREATHING! It is hot and much harder to keep our masks on. Covid-19 and other ailments continue to have the most profound impacts in our poorest communities which are mostly home to people of color. Highly concentrated CO2 levels in our atmosphere mean the air we breathe is of a different chemical composition than humans have ever breathed. Indoors, too, the air is more polluted than it has been since we invented modern heating and cooking systems that are cleaner than the open hearth, and it is 2-5x more polluted than outdoor air now.

BUT there are solutions, and SFC members are pursuing them! We in the furnishings industry are in an excellent position to improve air quality inside and out. By avoiding VOC-laden finishes and adhesives, we keep homes cleaner. By reducing energy consumption, shortening our supply chains, and being careful to avoid contributing to deforestation, we help create a cleaner atmosphere.

In fact, the simplest way to draw down CO2 in the atmosphere is to protect and enlarge forests. Last year the National Forest Foundation boasted, "Thanks to our many tree-planting supporters, we planted an incredible 5 million trees across 18,000 acres of National Forests in 2019. That is double the 2.6 million trees we planted in 2018!" Also last year scientists determined that if we can plant about 1 trillion trees within the next 100 years or so we might have the climate crisis solved. That is a lot of trees, but we in the furnishings industry, being the 3rd largest user of wood globally, are in an excellent position to lead the effort. And SFC members are doing just that.


Manufacturers using certified wood from well-managed forests include Lee, Copeland, Durham, Gat Creek, West Bros., Abner Henry, American Leather, Brentwood Classics, Calligaris, EJ Victor, Ekornes, Gabby Home, Gus* Design Group, Huntington House, John Strauss, red egg, ScanCom, Sika, Stickley, The MT Company, Mitchell
Gold + Bob Williams, Tomlinson, Tritter Feefer, urbangreen, Vanguard.

Manufacturers making use of recycled and reclaimed materials include Fermob, Anji Mountain, Currey & Co., Deadwood Revival Design, CounterEv, etuHome, Kay Chesterfield, Lenzing Fibers, mebl, Milliken, noissue, Sustainable Composites, Varaluz.

Manufacturers supporting regenerative agriculture include Libeco, Naturepedic, Anna Sova, CocoMat, Moore & Giles, Newton Paisley, Ogallala, Other Half Processing, Pure Upholstery, St. Peter Woolen Mill.

And over 400 industry professionals have pledged to avoid harmful chemical inputs by taking The Pledge to ASK, "What's it made of?"

So there are lots of good products to choose from, and that is important. But there are LOTS of other actions that we in the furnishings industry can take to reduce air pollution and other harm to the planet. To avoid overwhelm, I suggest we take one step at a time, thinking about Just One thing we can do now to help drawdown CO2 in our atmosphere, keep our homes clean, promote environmental justice, lift the spirits, and take a deep breath.

We would love to have you get involved with our work. Together we will make a healthier world for everyone.

Please contact Susan or Angie Kenny, Member Services Manager.

See all Benefits of SFC Membership

**SFC Educational Opportunities**

Join SFC for our July **Sustainability Essentials** Webinar

**CO2 Emissions and your Health**

Thursday, July 16, noon Eastern

Join us for a discussion with Arnaud Brohe and Bill Russell of SFC member company CO2 Logic. CO2 and other air pollution compromises the health of people around the world. The manufacturing slow-down with the COVID-19 crisis gave us a glimpse of clearer skies, and efforts to rebuild the economy with attention on our sustainability goals could help ensure that clean air is a possibility for future generations, too. Learn what it will take to drastically reduce CO2 emissions over the next decade and how taking steps now is an excellent way to build resilience and grow your business.

Content also includes a synopsis of GREENleaders, the industry's first certified sustainability training course. This webinar is intended to give participants useful information you can begin using in your business immediately as well as answer any questions about getting the most out of SFC Membership.

[Register Today](#)

Did you miss June's webinar: The Textile Circularity Roadmap? Check out the [recording](#)!
Sustainability in Furnishings Today -

What is sustainable furniture anyway?

Friday, July 24, noon Eastern

Hosted by ASID Michigan

Learn what sustainability issues we impact as we make choices in our furnishings, then learn some key questions to ask and answers to look for as you specify product, whether furnishings or accessories, in wood, leather, textiles, etc.

Content also includes a synopsis of GREENleaders, the industry's first certified sustainability training course. This webinar is intended to give participants useful information you can begin using in your business immediately as well as answer any questions you may have about getting the most out of SFC membership.

Everyone is welcome to attend this free event!

Register Today

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

#SFCTips

July Tip: Lighting the way to energy efficiency

Architects with LEED certification focus on incorporating windows and skylights to maximize the use of daylight and minimize the need for artificial light. But when artificial lighting is needed, LEDs, halogens and compact fluorescent light bulbs save energy and last longer. SFC member organizations have come up with
several creative ways to use the energy efficiency of LED fixtures without sacrificing the warm glow and traditional looks designers love. And our partners in furnishings, in many cases, have switched showroom and office lighting to LED or even installed solar panels. How are you reducing energy consumption through your designs?

Tell that story to your customers!

For more ideas, reach out to the team at [Nina Reeves Communications](#).

**Membership News**

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

...and Thanks Those Renewing!
Call for Entries!

This is your opportunity to enter your designs in any of the 21 Categories for this 24th Annual Pinnacle Awards® competition. As a finalist and a winner, your designs will be publicized and promoted to retailers in the US and around the world. Winning products will also earn the right to bear the 2020 Pinnacle Winner logo on all related media, literature, and packaging. We need your great designs! Enter now!

The deadline is July 31, 2020.

For Entry Guidelines and Information visit:
2020 Pinnacle Awards® Call for Entries Guidelines
2020 Guidelines for Student Pinnacle Awards® Entry

Click HERE to enter!

2020 Preferred Fiber and Materials Market Report (PFMR) Released!

Textile Exchange's new Preferred Fiber and Materials Market Report (PFMR) shows the latest trends in the fiber and materials market. It includes those with improved social and environmental impacts – known as Preferred. This in-depth report not only provides the latest facts and figures but also offers inspiring insights into the work of leading companies and organizations – including the people creating material change.

The Preferred Fiber and Materials Market Report 2020 reveals that global fiber production has doubled in the last 20 years, reaching an all-time high of 111 million metric tons in 2019. Production is expected to grow to 146 million metric tons by 2030 if business-as-usual continues. The market for preferred fiber and materials – that is part of the overall fiber and material market – is growing but not at the speed and scale required.

The continued growth of global fiber production will have significant impacts on people and the planet. Now is the time to accelerate a transition to preferred fiber and materials— this is a critical step to reducing the footprint on the planet that is being left by conventional fiber and material production. Textile Exchange aims to be the driving force for urgent climate action with a goal of 35-45% reduced CO2 emissions from textile fiber and material production by 2030.

Find out more about our 2030 Strategy: Climate+.
Exclusive Supplier Mapping for Textile Exchange Members

This year we have, for the second time, made more detailed supplier mapping information available as an accompaniment to the PFMR. This resource is accessible only to Textile Exchange Supporter and Partner level members who can access it [here](#) by logging in to the Hub.

Questions? Contact [Materials@TextileExchange.org](mailto:Materials@TextileExchange.org).

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Furniturecycle is dedicated to exploring furniture waste from the bottom up and will be launching a newsletter this month. Born out of a passion project that chronicled over 50,000 pounds of discarded furniture in one Oakland, CA neighborhood, Furniturecycle seeks to fill the void in conversation around this entrenched and systemic issue. [Sign up today](#) and join the conversation. If you missed the story from May’s Sustainability Essentials webinar, watch the recording [here](#).

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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](#)
Wood Furniture Scorecard 2020 assessments are underway!

All SFC Retail Members are included. Contact us for any help you need in developing a responsible wood sourcing policy - it’s free!

Results will be published in October 2020

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**FSC by the numbers as of May 2020**

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**HEARTS Awards**

Celebrating Hearts & Heroes

The team behind the annual ARTS Awards is making a heart-felt change for 2021. The Hearts Awards, a one-time special event, will celebrate hearts and heroes who showed outstanding leadership, empathy and service during the pandemic. SFC is proud to participate and honor one of our own members. Awards Event will be January 8, 2021, in Dallas. Tickets will go on sale in September.

Learn More
Finding healthier materials to specify for your building projects isn’t easy. It can be time-consuming and resource intensive. Sometimes it’s hard to know where to start because there’s just too much information to sift through, or the information is too technical.

With this in mind, Healthy Materials Lab has created a four-course online certificate program in Healthier Materials and Sustainable Buildings to equip you with the right tools to make informed decisions and supply the necessary background information on basic construction materials, their chemical makeups and their relationship to human health. Each online course is completely self-paced. Completing the entire program satisfies 18 AIA (HSW) and 23.5 IDCEC (HSW) Continuing Education Credits.

Fall Registration begins July 7th.

Keep in touch at healthymaterials@newschool.edu!

Starting Your Sustainable Journey - Resources Tips and Tools

Join Susan Inglis as a panelist on this webinar, at the Virtual Edition of Texworld USA

Click HERE to register!

NOW AVAILABLE: Textile recovery white paper by RRS that highlights the current state of textile waste in the U.S. & outlines a future-state system in which textiles are recovered for best & highest use. https://recycle.com/white-paper-textile-recovery-in-the-us/

The 2020 Spring & Summer Issue of Showtime Magazine is Now Available Online
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 other upcoming community events brought to you by our partner organizations.

ASBC Supports the National Infrastructure Bank Act

The National Infrastructure Bank Act (HR 6422) establishes a national, self-sustaining bank that will allow states to repair our nation’s crumbling infrastructure. Remaining fiscally neutral, the act provides funding for every state to streamline desperately needed infrastructure projects while creating 25 million new, high-paying jobs with adequate training. It’s a critical step in restoring jobs devastated by the pandemic, reducing income inequality, and greenlighting projects ranging from transportation, to reusable energy, to SMART Cities infrastructure.

ASBC WORKING GROUPS invite your involvement

Creating an Economic System that Works for All
The Creating an Economic System that Works for All Working Group is shaping, identifying and developing the 10 most important business-related public policy initiatives required to create an economy that works for all (these public policies will be presented to the Platform Committee of the Democratic and Republican Parties when they meet later this summer). Particular attention is being placed on business governance; access to capital; tax equity, inequality, investment & disclosure; worker wellbeing; government, money & politics; and environment.

**Sustainable Packaging**

The Sustainable Packaging Working Group has developed principles to evaluate packaging legislation and regulation. Current efforts include messaging on the need for the coronavirus pandemic to launch greater efforts toward increased resiliency rather than allowing it to be exploited to reverse progress on efforts to protect our planet and move toward a circular economy.

**Climate & Energy**

The Climate & Energy Working Group is focused on the impact of social injustice and climate change. Discussion supports action on solutions and strategies to address the climate and energy crisis our planet is facing.

To get involved, contact:
Ali-Reza "A.R." Vahabzadeh
Vice President, Membership & Chief of Staff, American Sustainable Business Council
E: arv@asbcouncil.org; T: 917-575-6293

**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