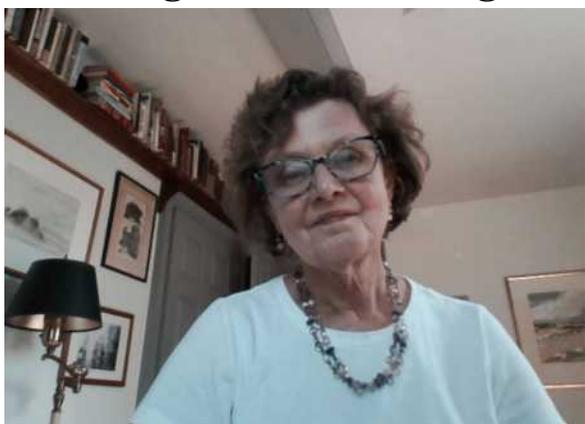


Sustainable Furnishings Council eNewsletter June 2020



A Message from Susan Inglis, SFC Executive Director



Hello Everyone!

I greet you with a heavy heart as the severe injustices we have built so much of our success upon are brought to our attention. We are rightly haunted by the statement, "I can't breathe." What can we do from here? Lots of things, and here is a good list - <https://blacklivesmatters.carrd.co/>

I think it is important that we name what we see and work as hard as we can for justice for all. One of the things that the Covid-19 crisis is showing us is how much more affected communities of color are. According to a [recent NPR story](#), nationally, African-American deaths from Covid-19 are nearly twice as great as would be expected based on their share of the population, and the rate is also elevated among Hispanics. We know there are multiple reasons, but poverty, resulting in poorer nutrition, tighter living quarters, the need to work multiple jobs, and higher exposure to air pollution are all factors.

We know that there is more disease where there is more air pollution. According to the [Union of Concerned Scientists](#), Blacks in the US are 56% more exposed to air pollution, and Hispanics are 63% more exposed. The privileged among us have always avoided situating ourselves where the air is unclear. Others do not have a choice. How much better if we committed to clean air for everyone! If you have not already done so, I suggest you visit EPA's [Emission Factors Hub](#). The hub provides easy-to-use default emission factors for organizational greenhouse gas reporting. The EPA also provides a [calculator for households](#). Determining where you and your company are now is a great way to start reducing your environmental footprint.

I have learned a new word, "syndemic" - a term developed by Merrill Singer in the mid-1990s to refer to the aggregation of two or more concurrent or sequential epidemics in a population with biological interactions. The wide-spread dis-eases we are facing now include the pandemic Covid-19, racism and climate change. All these factors intersect particularly in communities of color, which are as much at risk from the ravages of a weather

disaster as they are from the ravages of a novel coronavirus and racism.

Though no one could have predicted Covid-19 specifically, we did predict that there would be pandemics. Though no one knows where the next environmental disaster will strike, we know that poorer communities will build back more slowly, and that in America poorer communities are more black and brown. Though no one knew George Floyd would die at the hands of police on May 25, 2020, we know that Black Americans are two-and-a-half times as likely as white Americans to be killed by police officers. It is predictable - and also important - that persistent racism and police brutality results in protests. And it is well known that the use of tear gas exacerbates susceptibility to Covid-19.

The furniture industry may recover from the harmful economic impacts of our current syndemic more quickly than other industries. But none of us will experience true recovery unless we ensure equity. Let us hear and respond to each cry of "I can't breathe."

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

SFC Educational Opportunities

Join SFC for our June Sustainability Essentials Webinar

[The Textile Circularity Roadmap](#)

Thursday, June 18, noon Eastern

Learn from Karla Magruder and James Ewell of Accelerating Circularity about what it will take to effectively recycle our textile waste, fiber, fabric, and finished products included. We will explore the roadmap, and get a look at an open-source tool that can help your company further plug-in to the circular economy, connecting companies with resources and with markets. If you manufacture upholstery materials, make upholstered furniture or specify and use any textile product you will find it useful to understand how this entire value chain works and be inspired to start doing more recycling in your own operation.

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 May's webinar: Circularity in Furnishings? Check out the [recording](#)!



An industry coalition called "Accelerating Circularity" has been developed to research, map and identify missing links that are necessary to create circular textile to textile supply chains for polyester, cotton and manmade cellulose yarns and fabrics. To learn more please visit the [website](#).

As part of the research for this project, the coalition has developed a survey to learn more about the volume and types of post-industrial textile waste that could be potential feedstocks for recycling back into textiles. SFC is pleased to collaborate and help them reach those of you who manufacture fibers, yarns, and finished fabrics or are involved in printing and finishing textiles.

Please participate by filling out the survey that best represents the products or services you offer, which can be found on the [Surveys page](#) of ACP's website. Accelerating Circularity will make a guest presentation and answer questions at SFC's June Sustainability Essentials webinar, [The Textile Circularity Roadmap](#).



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



One of the largest pain points for retailers and interior designers alike is **shipping** -- it's costly, often results in damage, and is one of the largest drivers of air pollution. While carbon offsets are a responsible way to invest in the future, they can't resolve the current emissions issues overnight. What part of your pipeline can you adjust to be closer to the end user, reducing the need for long haul transport? SFC Member companies have found many solutions -- sourcing parts from local manufacturers, importing raw goods and finishing to order locally (allowing greater breadth of assortment without stocking unnecessary inventory), having warehouses on both coasts to minimize truck shipping to a customer's home, or even reviving domestic manufacturing. When speaking with your clients be sure to highlight what you are doing to bring down emissions and provide opportunities locally -- those same talking points are also great to pitch to local press outlets!

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

Membership News
SFC Welcomes Our New Members....



...and Thanks Those Renewing!





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](#).



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](#)



ASID COVID-19 Pulse Survey

In response to COVID-19 and its impact on the economy, interior design industry, business, and interior design professionals, ASID is conducting a "pulse survey" every 2 weeks (starting March 31, 2020) to identify issues

interior design businesses and professionals are experiencing now.

This industry-wide survey was developed to assess the impact on current projects and business performance, identify challenges professionals are facing and gather insights for advancing the profession during this time.

Survey results will be updated with the most recent findings on the Monday after the survey closes. Check back periodically to get a “pulse” on the interior design world!

Next Survey Open: June 9-10, 2020

[Take The Survey Here!](#)



It is our pleasure to announce and share with you: The Interior Design Society of Charlotte 2020 Charity Designer Showhouses in Davidson, NC that could not be open due to COVID-19 are now available to be viewed On Demand. Below is the IDS Showhouse link to the pay-per-view video, IDS Showhouse video press release and Libby Langdon’s introduction to the video. Our charities need our help more than ever now!

This Pay-per-View video can be seen for \$10 on demand at: <https://vimeo.com/ondemand/idscltshow>

This project in Lake Norman was developed over 2 years with 3 custom builders, 45 design teams and benefits four charities: Motor Racing Outreach, The Hendrick Family Foundation, The Dale Jr. Foundation, and Operation Finally Home.

Please watch HGTV’s Libby Langdon introduce this project:

<https://vimeo.com/ondemand/idscltshow/420068020?autoplay=1>



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!

EVENTS & ANNOUNCEMENTS

NAVIGATING LEADERSHIP IN 2020

WITHIT PROFESSIONAL CONFERENCE
VIRTUAL EVENT • JUNE 26, 2020

Women in the home and furnishings industries have been challenged to be leaders in our businesses and families as we navigate uncharted waters.

WithIt has retooled our conference to a one-day virtual event that speaks to us where we are and helps us chart our course toward the future.



Denise Ryan
Firestarter Speaking



Holland Hais
Human Connection
Expert



Ginna Christensen
GC Collaborative



Lisa Kahn-Allen
Lisa Kahn Design



Nicole Leinbach Reyle
RetailMinded



Women's Leadership Development Network

Tickets start at \$25 for members and \$50 for guests.
Register @ withit.org

USGBC LA

U.S. GREEN BUILDING COUNCIL LOS ANGELES

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.



AMERICAN SUSTAINABLE
BUSINESS COUNCIL

Paycheck Protection Likely to Be Tweaked As Congress Considers New Responses to Coronavirus Stimulus

After several rounds of swift, bipartisan action, there appears to be agreement on fixing the Paycheck Protection Program (PPP), with both chambers and the administration talking about extending the eight-week covered period. However, beyond that, the chambers may be reaching a fork in the road.

The House passed the HEROES Act, a sweeping \$3 trillion package, that includes some fixes to the PPP, stronger action on paid and emergency sick leave, increased funding for states, enhanced unemployment and much else. But additional House action on PPP is likely.

Senate leadership and the President described the HEROES Act as “dead on arrival,” with the Republican leadership talking much more limited action and strong reluctance to include new funding at this point.

[Click to Tweet: Congress needs to act to #SAVEOURECONOMYNOW by fixing the #PaycheckProtectionProgram https://asbc.salsalabs.org/supportfortheheroesactsenate](#)

Join Together to Confront Racism

We encourage all to join our statement to Confront Racism.

We are also developing a plan for next steps to include creating opportunities for dialogue and to explore concrete actions to fully and finally act to assure equal protection for every American, no matter their color or creed, faith or origins. We will have further information about these next steps in the next few days so stay tuned. In the meantime, please share the message with your friends and family, your business networks and personal contacts as widely as possible.

Statement to Confront Racism:

The primary goal of the American Sustainable Business Council is to build a more just, diverse equitable, and inclusive economy. Achieving that depends on the rule of law, under which equal protection is key.

It is long past time to finally and fully confront the vicious, destructive role race has played throughout American history, mocking and subverting the fundamental principles we proclaimed in the foundational documents: our Declaration of Independence and our Constitution.

Once again, the horrific murder of George Floyd by Minneapolis police officers, witnessed by all of America and the world, confronts all of us – but especially white Americans – with a clear moral choice. Will we now come together to work to eradicate divisive and racist policy, demand accountability, and move our country toward “a more perfect union”? Or will we turn away, as we did after the murders of Eric Garner, Ahmaud Arbery, Freddie Gray, Laquan McDonald, Tamir Rice, Breonna Taylor, and the long and growing list of individuals killed for simply “living while black”?

Because in truth, only white Americans have the privilege to turn away and go on about their lives, while African Americans “can’t breathe” because they live with the constant fear that they or their sons, brothers, fathers, sisters, or daughters may be next just because of the color of their skin. That is not right. It is not fair. It is not just. It is not who we are.

“Injustice anywhere is a threat to justice everywhere,” Dr. Martin Luther King cautioned us in his Letter from a Birmingham Jail in 1963.

Responsible business leaders like those represented by the American Sustainable Business Council must take a leadership role not just because the injustice of race has corroded any semblance of a civil society, but because we must create a just and equitable economy.

Certainly businesses are being impacted and even destroyed by protests in reaction to these killings and the years of black people held down with a knee on their necks. But to focus on the protests is to either unconsciously or willfully focus on the symptoms of justifiable rage rather than the underlying disease of racial injustice. Again it was Dr. King who reminded us that “a riot is language of the unheard.” And John F. Kennedy warned that “those who make peaceful revolution impossible will make violent revolution inevitable.”

The American Sustainable Business Council represents that without equal protection for all, none of us are truly protected. In organizing and amplifying the voices of responsible business leaders, ASBC recommits itself toward a just and equitable economy whose work will never be done unless we speak out on behalf of those whose voices have been silenced by racial hatred;

We stand up with all our fellow citizens, no matter their color, creed, religion or origin to demand that we begin

again to renew our commitment to the fundamental American principle that we all are created equal; We join together to confront division and racism and say, **“NO MORE. WE MUST REMOVE THE BOOT FROM THE NECKS OF BLACK PEOPLE.”**

SUPPORT THIS STATEMENT BY ADDING YOUR NAME HERE

[Read or Download the ASBC Principles for an Inclusive & Sustainable Economy](#)

FSC By the Numbers as of April 2020

2,483 CoC Certificates, US	3,714 Companies CoC certified, US
43,486 CoC Certificates, Worldwide	35.2 Million Acres Certified forest area, US
154.7 Million Acres Certified forest area, US & Canada	521.3 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!



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL

THE NEW SCHOOL
PARSONS
Healthy Materials Lab

Join SFC!



Thank You to Our Generous Sponsors!

Mitchell Gold
+ Bob Williams
HOME FURNISHINGS

NATUREPEDIC[®]
ORGANIC MATTRESSES

Room&Board[®]
HOME FURNISHINGS

S THE SAATVA COMPANY
Eco-Luxury Mattresses

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

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