

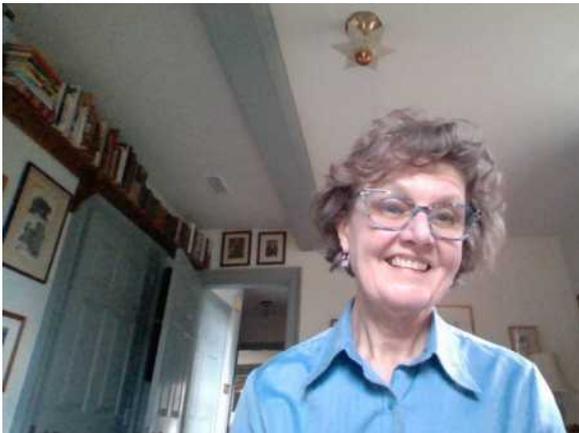
# Sustainable Furnishings Council eNewsletter May 2020



## 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.

## A Message from Susan Inglis, SFC Executive Director



Hello Everyone! We are thinking about you!

This is a particularly exciting week, as the first ever *Virtual High Point Market* and *High Point At Home* will be in high gear by the time you are reading this. Whether your business is open or not, the Market is of great interest to us all, so follow the links below to be part of the discussion, hear from this year's Style Spotters, get retail insights, and more!

Our new campaign **JUST ONE** launched in April, and our ongoing Call to Action is to tell us JUST ONE thing you are most proud of accomplishing to help the planet. Post your answer on social media using these tags #justonecampaign and @\_sfcouncil

The coronavirus crisis continues, even as some of us can reopen our businesses. While you take the necessary precautions of moving back into full swing, we hope you all continue to cope OK. That includes coping with ongoing uncertainty.

We wonder as we reopen whether we will be met with pent-up demand or with dramatically reduced demand, either because our customers have lost their jobs and aren't buying much of anything, or because they have become overwhelmed by our society's tendency to over-consume - material goods as well as activities. Overwhelm is a common feeling of the era we are in. I hope you will be gentle on yourself and your employees in the face of it, and that you will find the resources in this edition of

GREENflash useful, including those offered on COVID-19 by partner organizations [ASBC](#), [HFA](#), and IHFRA.

### **Read about the new health care benefit for SFC Members!**

We know you have concerns for your employees - and without work, they may not have access to health insurance. SFC is pleased to announce today a new BENEFIT of Sustainable Furnishings Council Membership - a subscription to ensure access to health care. [CapstoneCare Enhanced Telemedicine](#) gives SFC businesses an extremely low-cost and easy way to support current or laid-off employees. This robust "Healthcare Safety Net" provides unlimited 24/7 telemedicine access. Read below for more information and links to subscribe.

Some of you are using this time to research and understand and take first steps at implementing sustainable action plans. Please continue to call us with questions. If you are not already involved, consider joining SFC. Your customers are sure to respond - they want to know what you are doing to preserve the environment. SFC membership is a way of letting them know you care, and of getting the tools and resources you need to reduce your corporate environmental footprint. SFC is eager to help.

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

## **SFC Educational Opportunities**

### **Join SFC for our May Sustainability Essentials Webinar**

#### **[Circularity in Furnishings](#)**

Thursday, May 21, noon Eastern

What we throw away is now the world's most abundant natural resource. Why aren't we using more of it as a production feedstock? Furniture is a durable good - intended to last a long time. Why, then, do we throw so much of it away. Join us for a discussion with Jamie Facciola, an award-winning social entrepreneur whose work on developing local solutions to circular economy challenges has been covered in BBC News, Fast Company and Greenbiz. She will share her most recent project, a photo mini-blog about furniture waste, and inspire us with a discussion. There is much potential in the opportunity to use what we already have, especially as we rebuild our economy in recovery from the COVID-19 crisis.

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](#)**



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 cellulosics 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](#).

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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**

**Fewer, Better Things**

Sustainability doesn't always have to mean sourced from renewable resources -- it can also mean retaining or renovating an existing product to give it a second life. As fast fashion becomes conspicuous consumption, consumers are looking for fewer, better things. Products that will last. Looks that are timeless. Try using your communications channels to focus on quality this month -- tell your customers why your designs have longevity -- and how that will keep them out of the landfill for generations.

For more ideas, reach out to [info@ninareevescommunications.com](mailto:info@ninareevescommunications.com).

**Membership News**

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



emma gardner design



JOHANNA  
HOWARD  
HOME



A-LIST INTERIORS



**...and Thanks Those Renewing!**



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**CapstoneCare™**  
Enhanced Telemedicine

New! [CapstoneCare Enhanced Telemedicine](#) gives SFC businesses an extremely low-cost & easy way to support current or laid-off employees during the pandemic. This robust “Healthcare Safety Net” provides unlimited 24/7 telemedicine access to MDs and mental health counselors for \$14.95/month per person.

[Click here for details](#)

[Click here for video](#)

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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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## **SFC Member Steelyard presents a Zoom chat between COO Michael D'Imperio and SFC's Susan Inglis!**



Tune in for the IMC High Point  
**VIRTUAL MARKET**  
May 11-29 | Click to Learn More

IMCHighPointMarket.com

INTERNATIONAL MARKET CENTERS HIGH POINT

design HPMKT

### [Virtual Market is May 11-29](#)

New digital tools, product discovery initiatives, CEU-accredited webinars, and fun social events are all part of Virtual Market. Don't miss out! Tune in May 11-29.

[View Event Schedule](#)

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**This is the final week to submit your **GREEN design project** for the IDS #getyourgreenon Design Award. Deadline is Friday, May 15!**

INTERIOR DESIGN SOCIETY  
**DESIGNER**  
*of the year*

**SUSTAINABLE DESIGN AWARD**

#getyourgreenon

Sponsored by:

**sustainable FURNISHINGS COUNCIL**  
sustainablefurnishings.org

Online submissions accepted from IDS and SFC members through May 15, 2020.

[interiordesignsociety.org/awards](http://interiordesignsociety.org/awards)

[Enter here!](#)

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INTERNATIONAL SOCIETY  
OF FURNITURE DESIGNERS

## Call For Entries - Pinnacle Green Leaf Award

Calling for your entries! Bring us your best! This is your opportunity to enter your designs in any of the 21 categories for this 24<sup>th</sup> annual 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! Don't wait, enter now! The deadline for fall 2020 awards is July 31<sup>st</sup>!

Click [HERE](#) to enter!

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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



We hope everyone is healthy and staying safe. We are writing to share that the Center's [Emission Factors Hub](#) has been updated to help organizations develop their annual corporate GHG inventories. The Emission Factors Hub provides organizations with easy-to-use default emission factors for organizational greenhouse gas

reporting. Emission factors have been updated for onsite, mobile combustion, and other factors derived from the US GHG Inventory; business travel and product transport; and purchased electricity emission factors from EPA's Emissions & Generation Resource Integrated Database (eGRID). We added emission factors for waste from onsite generation and use of sold products and provide [guidance](#) for how to use them.

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At Healthy Materials Lab we're working to gain a greater understanding of what it means to improve the quality of all lives during this unprecedented time. At the moment, we can offer continued access to our online learning program: [Healthier Materials and Sustainable Building](#) and we hope you can use it as a stepping stone to a brighter and healthier future.

In this self-paced program, content is delivered by 58 leading experts in the fields of architecture, design, science, sustainability, and materiality. In a time where we're indoors more than ever, understanding design's impact on human health is paramount-- these experts can help guide the way.

### **Registration for the summer session is now open!**

We firmly believe that this content should be accessible to everyone. The base price for the **4-course program, with 24 hours of expert guidance, has been discounted to \$180.**

If you are facing job or financial insecurity we can offer you Materials and Human Health (course 1 of 4) at no cost. Email [healthymaterialslab@newschool.edu](mailto:healthymaterialslab@newschool.edu) for the discount code.

Completion of the program qualifies participants for **18 AIA and 23.4 IDCEC HSW CEUs.**

If you would like to use this moment to get more of your firm onboard we offer additional discounts for group registration of 5+ team members (they don't have to be based in the same office/country).

We move forward- encouraged that together, design can help shape a brighter, healthier future.

Contact Catherine Murphy, Senior Research Associate, Healthy Materials Lab for more details.

### **[Learn More](#)**

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## **Congress Adopts 4th Coronavirus Response, But Serious Problems Remain**

For CapstoneCare, we are partnering with the American Sustainable Business Council, which continues to lead efforts to win healthcare for all and support fair business recovery. Learn more and access resources at <https://www.asbcouncil.org/business-response-covid-19>.

With small businesses and their employees facing an existential crisis, the SBA's Paycheck Program (PPP) opened in early April, but was plagued by administrative issues, questions about who was getting funding and then ran out of funds within two weeks. An additional \$310 billion was added to the initial round of \$300 billion in the fourth Congressional response, but many of the administrative issues were left unaddressed. Links to the fourth bill (HR 266) can be found [here](#).

The [SAVE OUR ECONOMY campaign](#) organized by ASBC, the American Independent Business Association and other business organizations generated support from over 650 businesses in demanding seven separate actions from Congress to help small businesses and their employees survive the pandemic.

As part of ASBC's advocacy, we asked our members to share their experiences with the PPP and some of their responses can be found [here](#).

**Click to Tweet:** [As a small business leader, I along with @ASBCouncil and @AIMBA thank #Congress and the #Administration for its efforts, but the work is far from over to #SaveOurEconomyNOW! https://www.asbcouncil.org/save-our-economy-now](#)

## 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

## Why it Matters

Read about the difference a wood high-rise can make [HERE](#).

## 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

THE SAATVA COMPANY  
Eco-Luxury Mattresses

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Sustainable Furnishings Council

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