A Message from Susan Inglis, SFC Executive Director

Where in the world are we going?

Mostly nowhere, though people do continue to take summer vacations, hopeful that they can take a break from the deadly virus as well as from their home turf. Unfortunately, it is everywhere. Even if a little trip takes us away from uncomfortable heat or storm damage that impedes our daily routine, the virus, the heat, and the interruption are everywhere. We who can travel a bit are the privileged few. We do well to remember that our privilege comes with responsibility. Having resources enough to make choices about where we are and what we surround ourselves with also gives us the ability to respond to global circumstances in other ways. This will be a subject of our discussion on August 20 as Erika Heet of Interiors magazine leads our Sustainability Essentials webinar discussion, Environmental Justice: Why it Matters with Thom Filicia, Libby Langdon, and Corey Damen Jenkins, all of whom are 2020 SFC Ambassadors.

In the furnishings industry, we are blessed with the ability to create new environments, ensuring greater comfort and more beauty at home. We are also privileged to have experienced a boom this summer as our products and services have been in demand from a customer base spending more time than ever at home. But in recent weeks many have seen the beginning of a down turn as the virus continues its steady march, impacting the economy as well as other indicators of health and happiness.

Now is the time to position ourselves for the long haul, looking at what it actually will take to sustain a healthy future. In our businesses that includes masks carefully chosen to support the brand as well as to impede the virus. It also involves other careful choices, to ensure less interruption as well as fewer carbon emissions in our supply chains and to ensure that fewer harmful chemicals are brought into the homes of our customers. SFC is pleased to offer support for good choices. Our GREENleaders course gives you an overview of the way our industry impacts sustainability issues and teaches you how to take advantage of opportunities to do better. Our member list helps you access products and services from companies that are committed to ongoing reduction of CO2 emissions, to careful monitoring of their supply chains, and supporting others in doing the same. SFC members include
consultants who have expertise to share and knowledgeable individuals willing to mentor you through a challenge they have surmounted. We also have knowledgeable staff. Angie and I are happy to talk anytime and we hope you will call us - the conversational companionship as well as sharing information will help us all through a difficult period!

Please contact Susan or Angie Kenny, Member Services Manager.
See all Benefits of SFC Membership

SFC Educational Opportunities

Join SFC for our August Sustainability Essentials Webinar

**Environmental Justice: Why it Matters and What is has to do with Each of Us**

Thursday, August 20, noon Eastern

SFC Ambassadors Thom Filicia, Libby Langdon, and Corey Damen Jenkins come together with Interiors magazine Editor-in-Chief Erika Heet to discuss environmental justice and illuminate the furnishings industry's responsibility for sustaining a healthy future for everyone. This webinar is a part of SFC's JUST ONE campaign, and will inspire participants to take regular steps, even small steps, to achieve more of their own corporate goals. Perhaps you already know just ONE THING you can do to make your company more supportive of environmental justice, but this webinar will inspire and give you dozens of next steps. Together we make a difference in achieving true sustainability.

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.

Webinar sponsored by Currey & Company.

**Register Today**

Did you miss July's webinar: CO2 Emissions and your Health? Check out the recording!
Flame Retardants in Home Furnishings: What They Are & How They Got There, by
Webinar

Tuesday, September 1, 6:00 pm Eastern

A compelling look at how and why flame retardant chemicals found their way into home furnishings products. Learn from a forensic toxicologist why it matters, what current regulations dictate, and what your choices are for sustaining a healthy future with your furnishings choices.

CEU-106328-1000

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.

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
August Tip: You reap what you sow

The farmers and neighbors that planted in Spring are hopefully now sharing the fruits of their harvests with you in doorstep deliveries and farmers' market bounties. Organic, local, non GMO— all labels we are familiar with at the grocery stores, and we value on our plates. But have you ever considered how customers may react similarly to eco-friendly messaging in our industry? Every day customers come in contact with upholstery fabrics, breathe the off-gases from finishing treatments, and sleep on chemically-created foams in their homes. If you can do #justonecampaign to make your products more environmentally safe, be sure to share it with customers through your advertising and promotions, and use of the SFC Member Seal, available on for download [HERE](#).

For other ideas on reaching customers interested in sustainable furnishings, reach out to the team at [Nina Reeves Communications](#).

Membership News

SFC Welcomes Our New Members....

...and Thanks Those Renewing!
SFC Welcomes the 2020 Ambassadors

SFC THANKS these industry luminaries for their commitment to amplifying our message and raising awareness
Nature’s Legacy is First Philippine Design and Manufacturing Company to become B Corp Certified

Nature’s Legacy, a leading sustainable design and manufacturing company in the Philippines, has recently been certified as a B Corporation®. Nature’s Legacy is one of only two companies in the country to obtain the certification, meeting the highest standards of social and environmental performance, transparency, and accountability.

Nature’s Legacy Sustainability Director Carlo Delantar stressed the importance of paying attention to their impact metrics. “This achievement for Nature’s Legacy is proof that it is possible for companies in the Philippines to attain measures of transparency and impact.” The company has recently strengthened its efforts to create business solutions that contribute to the achievement of the Sustainable Development Goals (SDGs).

To learn more about Nature's Legacy commitment towards sustainability, inclusiveness and quality, see their SFC home page.

Register now for Future of Home 2020 Conference!

Mark your calendars! The Future of Home conference will be live-streamed to your home, September 14-15, and promises to break the mold for what a virtual event can be. Join us for important discussions with leading thinkers on how the design, economic, behavioral and cultural landscape has shifted, and the challenges and opportunities that have emerged. Tickets are now available and attendance is free of charge to BOH Insiders.

Click HERE for tickets. SFC's Susan and Angie attended last year's event and look forward to this year's virtual BOH conference.
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

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. One hundred artists, designers, celebrities and influencers will also showcase their creativity by designing one-of-a-kind Rosenthal dinner plates to be auctioned off benefiting hunger relief - YOU can be one of them! To register to participate and receive your plate to decorate, contact Kellee Bascher at Dallas Market Center.

Learn More

FEATURED CONSULTANT MEMBER

Olive Designs
Olive Designs, LLC provides consulting services to the furnishings industry, including all aspects of sustainable design development and manufacturing, as well as comprehensive sustainability training. Olive Designs principal, David Mahood, has been involved with SFC since it began, helping to establish membership and exemplary recognition standards. He has assisted enterprises of all sizes in establishing environmental standards, implementing sustainable action plans, managing complex supply chain issues, and facilitating research and development for new lines and collections. Mahood helped create Green Voice, the environmental education platform for NEWH, a hospitality network organization and has 30 years of experience in furnishings, including starting a pioneer company in green furniture manufacturing.

To contact David and discuss how he can be useful to your company -- please email him [here](mailto:).
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.

---

FSC by the numbers as of July 2020

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2,474</strong> CoC Certificates, US</td>
<td>3,833 Companies CoC certified, US</td>
</tr>
<tr>
<td><strong>42,873</strong> CoC Certificates, Worldwide</td>
<td>35.2 Million Acres Certified forest area, US</td>
</tr>
<tr>
<td><strong>154.6</strong> Million Acres Certified forest area, US &amp; Canada</td>
<td>523.2 Million Acres Certified forest area, Worldwide</td>
</tr>
</tbody>
</table>

---

FSC Leadership Awards

Do you use FSC-certified wood in your products and projects? If so, you are invited to apply for an FSC Leadership Award!

Click HERE to 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

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

If you no longer wish to receive mailings from the SFC, you can unsubscribe from this mailing or opt out of all future mailings.