

# Sustainable Furnishings Council eNewsletter February 2021



## Message from Susan Inglis, SFC Executive Director



As hoped, in the U.S., we are finally putting much-needed attention to the climate crisis. Late January saw some exciting developments, like the return to the Paris Agreement on Climate Change. With the inauguration day action, Inger Andersen, head of the UN Environment Programme (UNEP), [commented](#) that her agency looks forward to working closely with President Biden and Vice-President Kamala Harris to strengthen climate action, “to address a planet in crisis, and to build a just and green transition for all.” We in the home furnishings industry should look forward to the same. It is an all-hands-on-deck task. We are excited to be off to a galloping start and hopeful we can keep up the pace. At SFC that means lending each other a hand, sharing best practices and looking to experts in our midst. So we also are excited at the enthusiastic participation we are getting in the six Working Groups we have formed this year: Reducing Carbon, Maintaining Health, Ensuring Social Equity, Reducing Waste, Managing Water, and Incorporating Circularity. Part of what encourages me so is the way we can see clearly that each facet of sustainability relates directly to the others. Light on one brightens the whole. Now that we are finally focusing on the crisis and realizing that we must aim for a carbon-emissions-free economy by 2050, efficiencies are extremely important. Personally as well as corporately and as an industry, we should aim to reduce emissions by 45% below 2015 levels by 2030. We have to learn from each other, and we have to combine efforts. Fortunately, we have ample opportunity for both, AND to grow our businesses as we do so. For some insight on that last detail, I hope you will join us on February 18 for a chat with Jerry Epperson to explore, "[What Can The Circular Economy Do For Furniture Retail?](#)" In any case, I hope you will join us here at SFC - we need you, and I think you may find that you need us, too!

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

## SFC Educational Opportunities

### SFC's Working Groups

We launched the SFC Working Groups in January and have held the inaugural meetings of 4 out of the 6 groups with great enthusiasm and participation.

Why participate?

SFC Members are prioritizing corporate sustainability, and you have requested 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 provide a forum for discussion and for sharing practical advice. Each of the 6 SFC Working Groups will focus on 6 different and often interrelated aspects of sustainability. To sign up, click the link below, the meeting dates are noted:

- Reducing waste -- [SFC Waste Working Group](#) (February 12, first meeting)
- Managing water -- [SFC Water Working Group](#) (February 19, first meeting)
- Incorporating circularity -- [SFC Circularity Working Group](#) (February 26)
- Reducing carbon emissions -- [SFC Carbon Working Group](#) (March 5)
- Maintaining health and wellness -- [SFC Health Working Group](#) (March 12)
- Ensuring social equity -- [SFC Social Equity Working Group](#) (March 19)
- [Sign me up for ALL the Working Groups!](#)

SFC Working Groups are a Members Only Benefit. 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. If you are not an SFC Member, we invite you to [become a member](#) today!

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**Sustainable. Timeless. Design.**  
**A Virtual Presentation with San Francisco Design Center**



S A N F R A N C I S C O  
D E S I G N C E N T E R

Wednesday, February 17, 11 AM PT; 2 PM EST

Now more than ever, sustainability is of critical importance to designers, manufacturers, clients, and global brands. A panel of industry experts helps us navigate the core tenets of sustainable design, and why it is inherently timeless.

**AMERICAN**  
LEATHER

JAK W



INTERIORS

Panelists include Susan Inglis, Executive Director, [Sustainable Furnishings Council](#); Veronica Schnitzius, CEO of [American Leather](#); Jenne Wicht, Owner of [JAK W](#); Beverly McAuley, Director of Education, [Moore & Giles Leather](#), in a discussion moderated by Erika Heet, Editor in Chief, [Interiors Magazine](#).

[Register Today](#)

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**What Can Entering The Circular Economy Do For Furniture Retail?**

**Sustainability Essentials Webinar**

Thursday, February 18, Noon - 1 PM EST

Circularity is all the buzz in the sustainability world because we will not be able to meet necessary carbon reduction targets without adopting waste as feedstock. But what does that mean to a furniture store? Perhaps it means new revenue streams and increased standing in the community, as well as in the industry. Jerry Epperson, expert and renowned furniture industry analyst, has some ideas and opinions to share. Join us for a discussion of how furniture retailers can increase market share and profit margins by selling second-hand furniture, offering refurbishing/reupholstering services, and otherwise strengthen our industry by stepping into the circular economy.



Jerry Epperson

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: What is Sustainable Furniture, Anyway? 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....**



HOOKER  
— FURNITURE —

CULP



...and Thanks Those Renewing!



WILLIAMS-SONOMA, INC.

BURLINGTON  
FURNITURE



*LADY* FABRICS

JAIPUR LIVING

LC  
LAURENCE CARR

**Furniture News**  
FURNITURE | BEDS | UPHOLSTERY | ACCESSORIES

RUG NEWS  
and Design

  
J. SEITZ & Co.  
NEW PRESTON, CT

JOHN DOUGLAS EASON  
INTERIOR DESIGN

  
COMPHY  
Developed for Spa. Designed for Ahh.



Foam Assets  
Corporation, S.A.



Room & Board Business Interiors will be making its first-ever debut at this year's [virtual KBIS](#) event showcasing an extensive line of modern bath vanities, accessories, and decor.

Access to the exhibit booths and sessions for KBIS Connect opens on Tuesday, February 9th at 10:00 AM ET.



LAURENCE CARR

**[The State Of Circular Practices In The Design And Architecture Industry Hosted by Laurence Carr](#)**

March 23, 10:00 am EST; 7:00 am PST

[Laurence Carr Inc.](#), a platform partner at [2021 Circular City Week New York](#) and SFC ambassador, invites you to attend an informative panel discussion: *The State of Circular Practices in the Design and Architecture Industry*, on March 23rd at 10am EST/ 7am PST.

Moderator Laurence Carr welcomes esteemed panelists Susan Inglis: Executive Director at The Sustainable Furnishing Council, Walter Brigham: Senior Business Development Manager at LENZING Fibers, Mark Phillips and Jason Phillips: Phillips Collection, and Rama Chorpash: Associate Professor of Product Design at Parsons The New School, as they discuss circular practices, the importance of transparency from furnishings companies and encourage a whole new system of thinking in the design world at large. Register to join and learn more about the value of reusing and upcycling products to reduce waste-production and carbon emission, and the potential for reconciling material health and energy efficiency.

[Register Today.](#)



SideDoor offers a free, simplified way for Interior Designers to become more profitable with **'Sustainable'** Trade Only products using their own website and social media. This is a game-changing new way for Designers and Sustainable brands alike to show and sell more products.

Designers and Brands alike can ([Request Free Access](#))



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.

## Perfectly Imperfect, Now What?

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



Despite our conditioning to constantly cycle through things, parting ways with furniture often makes us feel bad.

There's massive guilt associated with dumping furniture, especially when it's imperfect—you don't want to give someone something you yourself don't want, you don't want to pay to fix something you don't intend to keep, you can't donate it, and landfilling it wrecks your conscience.

As a result, people tend to store pieces, out of sight, for long periods of time. Eventually, the guilt lessens as the unwanted piece devolves into something closer to junk status. Thus, making the final disposal easier to bear.

This emotional labor is an interesting consequence of our linear systems of consumption.

Who exactly benefits from these systems? Me? My community? Skilled trades? Small businesses? The environment? Non-profits? Artists? The future?

Thank you Marie Hebrock for your research, "Where Furniture Goes to Die. Designing for Sustainable Behaviour in a Practice Perspective."

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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INTRODUCING A ONE-TIME SPECIAL EVENT  
**HEARTS**  
*Awards*



## Alexander Julian's plate design wins highest bid at the HEARTS Awards Auction!

With a \$915 winning bid, the plate designed by SFC DESIGNINGreen Leader Alexander Julian was the highest earner at the auction arranged by Dallas Market Center and ART to benefit No Kid Hungry, a national campaign to end child hunger. The auction raised more than \$10,000 for the cause.



[Learn More about the HEARTs Awards](#)



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.



## **ASBC Applauds Biden's Reboot of Climate, COVID, and Other Vital Efforts**

ASBC was very encouraged to see many of the policies and decisions we've been fighting for become executive orders and initial agency actions announced by the Biden-Harris White House on Inauguration Day, January 20, and in the days immediately following. We celebrate with countless businesses, partner organizations, and coalitions that helped to achieve these goals, including rejection of the Keystone pipeline, the immediate moratorium on oil and gas exploration and drilling in the Arctic National Wildlife Refuge, and decisive support for high-road workplace practices, equity, and inclusion.

As reported in last month's [Policy Update](#), when transition work commenced following the November election, ASBC quickly engaged with the Biden-Harris Agency Review Teams to address issues at the Department of Labor, Small Business Administration, and Department of the Interior. ASBC stands ready to work with the new administration on needed reversals and other positive actions that prioritize solving the environmental, economic, and social challenges our nation faces.

**ASBC also fully supports the Biden-Harris administration's efforts on the COVID 19 health crisis, including our nation's rejoining of the World Health Organization (WHO).** Here in the U.S., sound, science-based management of vaccine administration and other pandemic-related resources on the ground will facilitate a safe return of consumers to our businesses on a day-to-basis and the more stable business environment we need.

Meanwhile, ASBC will continue to advocate for the needs of the high-road, sustainable business community to the new Administration and to Congress, particularly to the new Senate, and make the business case for a more just, equitable and healthy society and economy that work for all.

ASBC has already begun to work with the EPA to urge restoration of Safer Choice, which allows every business in the supply chain to distinguish their products through a label that acknowledges their safety qualities. Products must be entirely made of ingredients that meet the EPA's Safer Choice Standard to earn and carry the Safer Choice logo, communicating to consumers that the products are safer for human and environmental health. [Sign this letter to join](#) our growing group of businesses and investors in demanding the EPA restore the necessary capacity for the Safer Choice Program to meet today's responsible business needs.

[Learn More About ASBC's High Road Campaigns](#)



### FSC by the numbers as of January 2021

2,402 CoC Certificates, US	3,660 Companies CoC certified, US
46,798 CoC Certificates, Worldwide	35.2 Million Acres Certified forest area, US
154.8 Million Acres Certified forest area, US & Canada	546.5 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

### Ready for the next step?



### Thank You to Our Generous Sponsors!

Mitchell Gold  
+Bob Williams  
HOME FURNISHINGS

**BELFORT**  
FURNITURE

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HOME FURNISHINGS

saatva

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.

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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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