A Message from Susan Inglis, SFC Executive Director

Last week was momentous! We had all voted by the end of Tuesday, and on Wednesday we completed our withdrawal from The Paris Agreement that we signed in 2016 along with 195 other countries committed to combating climate change and adapting to its effects. Then over the weekend we got the results of most of the general election races, and the clear news that the Biden/Harris ticket won the Presidential election. That is good news - promising a prompt rejoining of The Paris Agreement. The weather over the weekend in North Carolina, with bright blue skies, abundant fall roses and summer-like temperatures, while delightful in the moment, is a reminder that it is crucial we act on our commitment to draw down CO2 emissions. The news of the Biden/Harris victory is also promising for the economy. We may have only begun to feel the effects of the coronavirus pandemic in our own communities, and the re-building process may be lengthy. But with a focus on "green" jobs we are likely to see great benefits in the furniture industry. According to the World Green Building Council, the built environment contributes about 39% of all CO2 emissions in the world. Making use of current technologies and clear best practices, we can bring that down by 35-45% below 2015 levels by 2030 - AND we can build our individual businesses in the process. We can even hope for 100% net zero emissions buildings by 2050.

According to a study conducted by the World Resources Institute last year, 21 countries (including the US) have managed to grow their economy while reducing their carbon footprint. Countries that have had the greatest success have supported progress with strong policies for reducing fossil fuel consumption. But individual businesses have also seen success in this realm, bringing greater employment in our sector. Join us for the Annual OPEN SFC Membership meeting on November 19 to hear some of their stories, be inspired, and get practical advice from colleagues who can help you replicate the success in your own market. I am full of hope for our future!

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

SFC Educational Opportunities

Quick Survey of SFC Members

In preparation for the Annual OPEN SFC Membership Meeting on Thursday, November 19, 12pm eastern by
webinar, we want to hear from our Members on your sustainability priorities. Please click HERE to participate in this quick 7-minute Survey. Please also register to join us for the meeting!

Join SFC for Our Annual OPEN SFC Membership Meeting

Executive Director, Susan Inglis and the Board of Directors to lead the discussion

MANY THANKS TO OUR SPONSORS!

Thursday, November 19, Noon - 1 PM EST

Join SFC for a review of the state of sustainability in furnishings. Join the discussion of what this extraordinary year has brought in challenges and in opportunities. Learn how SFC is responding, with new plans and initiatives that will serve your business, our industry, and a healthy future for all. At this virtual meeting we will make sure to answer questions about what that can mean for your community as well as your business, no matter what segment of the industry you work in.

Do you have questions about getting the most out of SFC membership and educational programming including GREENleaders? Join us for ANSWERS!

Register Today

Did you miss our October webinar with 2020 Wood Furniture Scorecard results? Check out the recording!

Green Ribbon Look Book 2020

During the October 2020 High Point Market, SFC announced the inaugural Green Ribbon Awards, chosen by SFC Ambassadors, and conferred upon 29 beautiful and eco-friendly products offered by SFC manufacturer members that exhibit regularly at High Point Market.

Click HERE to view!
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

November Tip: Partnerships for a better planet

You probably give careful consideration to the other brands you do business with — the fabric brands upholstering your sofas, the foam brands offered as options for fill, or wood brands and their certifications. We carefully strategize which brands to align with on show houses, social media, and other initiatives. But what about your partnerships for the planet? SFC is a great place to start, but also consider giveback components during promotions or everyday alliances that can help enhance your sustainable story and alignment with SFC core values.

For example, the sale of a new rug can be accompanied by a donation to the Carpet America Recovery Effort, to increase carpet recycling. Casegood purchases could be accompanied by a give-back donation to the Forest Stewardship Council. A percent of all purchases made in a certain month could go to a planet-focused nonprofit you support, like a local park or recycling initiative. And of course we always appreciate support for the Sustainable Furnishings Council and Sustainable Furnishings Education Fund!

For ideas, reach out to the team at:

NINA REEVES COMMUNICATIONS

Membership News
SFC Welcomes Our New Members....

...and Thanks Those Renewing!
Home Textiles Today will present its fourth annual Material Changes Conference for forward-thinking suppliers and retailers interested in learning about trail-blazing developments in home textiles. With topics covering the latest innovations and technological advances, the conference is a must-attend for anyone staking out a leadership position for their business. The fast-moving yet in-depth program will feature experts in their respective fields—a rare opportunity to learn from and connect with innovative resources.

Join SFC’s Susan Inglis at 1:30 pm EST for Benchmarking Sustainability: What to Aim For. Susan Inglis will talk about best practices and reaching sustainability goals as well as which product descriptions have the greatest resonance with consumers.

Register Today

Furniture can be made more circular in six key ways, according to an EU report on the Circular Economy in the Furniture Industry. Though the language might be new, these concepts are not. Where do you see the most opportunity
for the home furnishings industry? Is your organization making plans to create or retain value in any of these ways? Furniturecycle, a Furniture Waste Solutions Lab, wants to know! Let’s chat, email us at thefurniturecycle@gmail.com.

1. Maintain
   • using preventative maintenance to maximise product lifetime, e.g. a chair remains a chair

2. Repair
   • corrective maintenance, e.g. a chair remains a chair

3. Reuse
   • redistributing products through a change in ownership, e.g. a chair remains a chair

4. Refurbish
   • remanufacturing the product to optimize lifetime, e.g. by resizing a desk or changing the appearance of a chair through re-upholstering to extend “fashion” service life, or resizing desks

5. Re-purpose
   • changing functionality of the product, e.g. a desk becomes a table

6. Recycle
   • recovering the value of components and materials for feedstock as secondary materials in new products

*Information is extracted from "Circular Economy in the Furniture Industry: An Overview of Current Challenges and Competencies Needs"*

Designers, we want to know more about your projects.

We have a few multiple-choice questions that will help us better understand your project scopes, budgeting and client decision making. Click here to take our short survey, and stay tuned for the results!

[TAKE THE SURVEY]

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 Hearts Awards, a one-time special event, celebrate hearts and heroes who showed outstanding leadership, empathy and service during the pandemic. SFC is proud to participate. Honorees have been announced by Dallas Market Center. Join us January 8 to celebrate them!

The HEARTS Awards start with an auction to benefit No Kid Hungry - Follow #Hearts4Hunger for a sneak peek of these amazingly transformed plates.

Learn More

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.


UL is developing a new standard to cover methods and metrics for measuring aspects of the Circular Economy. Aspects include, but are not limited to, materials flows and the impacts of those flows. The standard is split into two major parts: measuring the material flows (measurement methods) and measuring the impacts of those flows (analytics).

The metrics and measures are focused on materials and the flow of those materials as a result of the
activities of companies and from the products manufactured by those companies. In addition to the materials and flows, activities and impacts from those materials and flows in other parts of the supply chain should be included where they represent significant impact and will be used as modifier on the material flows.

If you are interested in serving on the Standards Technical Panel (STP) 3600, which is in charge of developing this new UL 3600 standard, please contact Caroline Treuthardt.

FSC by the numbers as of October 2020

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<td>2,455 CoC Certificates, US</td>
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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?

Join SFC

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.