

Sustainable Furnishings Council eNewsletter September 2020



A Message from Susan Inglis, SFC Executive Director



Since our last edition of GREENflash the campaign season has ARRIVED - in case we might have thought it hadn't started!

Also since our last edition, the current administration has added to the [74 actions](#) that the [Brookings Institute](#) has tracked that weaken environmental protection. Five of them have occurred in the last month. What does that have to do with us in the home furnishings industry? Everything - because the planet is home to us all. We ALL need clean air and clean water. Besides being protective of our home, regulation of pollution is an important driver of innovation and entrepreneurship. When we come out the other end of the recession that the COVID-19 era has brought us, there will be huge opportunity for healing environmental as well as societal wounds. Now is the time for us all to be planning how we will participate and profit.

One thing we want to do is reduce the unnecessary use of harmful chemicals. SFC is surveying the industry to clarify what you know - or not - about the harmful chemicals most commonly used in furnishings products and materials. Our goal is to develop more useful educational programs and tools for you. The more information we have, the more information we can give, so please spend a few moments to [participate today!](#)

As Thom Filicia says, "It's important to always continue learning and striving to do better, which includes making efforts to do what is best for our planet, the place we ultimately call home." SFC provides you with many opportunities to continue learning, and inspiration to strive to make better choices. This month our exciting and useful programming includes the [Sustainability Essentials Webinar: Antimicrobials in Furnishings in the Time of COVID-19](#) with distinguished guest speaker Dr. Ted Schettler, on September 17, at noon Eastern. Then on September 24, we have TWO ceu programs offered in partnership. In the morning at 10am Eastern, we will be part of ASID Michigan's ceu day, offering [Sustainability in Furnishings Today: What is sustainable furniture](#)

[anyway?](#) In the afternoon at 1pm Eastern, we present for IMC's series *Design HPMKT* with a dynamite panel on [How to Shop for Eco, No Matter What You're Shopping For](#), featuring SFC Ambassadors John Eason, Jennifer Jones, Anelle Gandelman and moderated by Breegan Jane. You will want to hear the guidance and gold nuggets they have to offer!

We have an even more important opportunity this month: we can register to vote AND we can make sure everyone we know is also registered! The American Sustainable Business Council has published a very useful interactive tool, [Voter Registration & Polling Information Map](#). I recommend you make use of it! Here in NC, early voting starts on October 15th (through October 31st) and you can register AND vote during this time. No matter how you vote - early in-person or otherwise, OR who you vote for, the important thing is that YOU vote!

THANK you for all the ways you participate with us to sustain a healthy future!

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

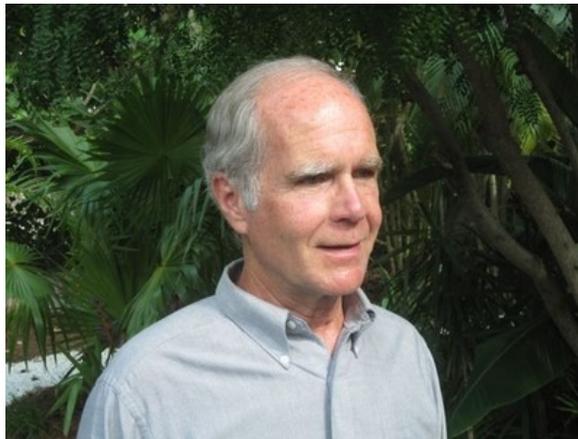
SFC Educational Opportunities

Join SFC for our September **Sustainability Essentials Webinar**

[Antimicrobials in Furnishings in the Time of COVID-19](#)

Thursday, September 17, noon Eastern

SFC's "What's it made of?" initiative encourages transparency in our supply chains with an eye to raising awareness about the handful of hazardous chemicals that are most commonly found in home furnishings: VOC's, flame retardants, PFAS, PVC, and - top of mind for many of us today - antimicrobials. [Dr. Ted Schettler MD, MPH](#), Science Director of the Science and Environmental Health Network will talk with us about *Antimicrobials in Furnishings in the Time of COVID-19*.



Dr. Ted Schettler MD, MPH

[Register Today](#)

Did you miss the August webinar: Environmental Justice: Why it Matters and What is has to do with Each of Us? Check out the [recording](#)!



[Sustainability in Furnishings Today - What is Sustainable Furniture Anyway?](#)

Monday, September 24, 10 am Eastern

Webinar hosted by ASID Michigan

Learn from SFC Executive Director and resident expert, Susan Inglis as she elaborates what sustainability issues we impact as we make choices in our furnishings. You will come away with key questions to ask and answers to look for as you specify product, whether furnishings or accessories, in wood, leather, textiles, etc. And you will be inspired!

Course Number: CEU-104621

Learning Level: Basic — Designation: Health, Safety, Welfare — Subject Code: 3. Interior Design Education / 1. Instruction

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](#)



[How to Shop for Eco, No Matter What You're Shopping For, by Webinar](#)

Monday, September 24, 1 pm Eastern

Do you wonder what makes a product considered "sustainable"? Join a vibrant virtual discussion with Ambassadors from the Sustainable Furnishings Council and find out what questions they ask and what answers they hope for. Listening to their process will empower you to have more useful conversations with all your vendors! Featuring **John Eason**, **Jennifer Jones**, **Anelle Gandelman** and moderated by **Breegan Jane**.



John Eason

Jennifer Jones

Anelle Gandelman

Breegan Jane

[Register Today](#)

GREENleaders

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](#)

#SFCTips



September Tip: Eco-friendly Applications for Sustainable Design

Interior designer Colleen Waguespack once said, "Humans are like moths — we're drawn to light." and she's not wrong — our bodies thrive on vitamin D and the feel of the outdoors. By now, everyone knows about LED bulbs and designing homes for maximum natural light, but you could also consider products that have energy efficiency benefits as they reduce your need for energy. Specifying windows and window treatments that let the sunshine in - but not the heat, or using a decorative mirror to reflect the light in a dim room are good ideas. These products aid in sustainable design. How can you better communicate the earth-friendly utility of your products and design to your customers?

For ideas, reach out to the team at:

**NINA
REEVES**
COMMUNICATIONS

Membership News SFC Welcomes Our New Members....



...and Thanks Those Renewing!



BIENENSTOCK
FURNITURE LIBRARY

NATURE'S LEGACY



REIMAGINED LIVING

Health, Wellness, & Modern Green Living

organic spa
MAGAZINE



TRITON
*'underwater
harvesting
specialists'*



IHFRA

INTERNATIONAL HOME FURNISHINGS REPRESENTATIVES ASSOCIATION

ITA INTERNATIONAL
Textile Alliance
Connections Happen Here.

re.dwell

& PALETTE
PARLOR

WG

WINK GAINES PHOTOGRAPHER



INTERNATIONAL SOCIETY
OF FURNITURE DESIGNERS ®

EMI
Eco Method Interiors

art . . . THE CREATIVE HOME FURNISHINGS NETWORK

SFC Welcomes the 2020 Ambassadors



SFC THANKS these industry luminaries for their commitment to amplifying our message and raising awareness of what it takes to sustain a healthy future!

Register now for Future of Home 2020 Conference!



Register today! The Future of Home conference will be live-streamed to your home, Monday and Tuesday, 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 available [now](#) and attendance is free of charge to [BOH Insiders](#).

Click [HERE](#) for tickets.

Home Textiles Week, September 14-17



**Home Textiles & the benefits of TENCEL™
Wood-based cellulosic fibers - webinar***

September 16, 9:00 am - 10:00 am

Take a deeper dive into the world of wood-based cellulosic fibers, one of the most versatile fibers with Benefits & attributes that are perfect for home textiles. What they are, why do we need them, Innovations & sustainability, how & where they can be used & why, marketing your product with TENCEL™ Fibers & support Lenzing offers.

*You must register for Home Textiles Week to participate in the Webinar on Sept. 16th.

[Register Now](#)

ASID Carolinas 2020 Annual Meeting



We're excited to announce the launch of registration for the upcoming ASID Carolinas Annual Meeting. This year's meeting will be completely virtual, with three days of continuing education webinars (September 15 through 17). On Friday, September 18th – the closing day of the meeting – ASID Carolinas will host a Zoom meeting industry celebration featuring:

- State of the Chapter Address
- Chapter Awards Presentation
- Keynote Address
- Industry Partner Trivia
- Excellence in Design Awards Presentation
- Happy Hour Social

[Registration is OPEN](#) so make plans to join today.

Event registration is complimentary for ASID Carolina members and non-member pricing starts at \$10 per webinar!



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](#)



AUCTION TO BENEFIT HUNGER RELIEF.
NOVEMBER 2020

PRESENTED BY



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. A colleague of YOURS will be honored for their service to their community during the COVID-19 crisis. Who would you like to see honored? Let us know today!

admin@sustainablefurnishings.org

[Learn More](#)

FEATURED CONSULTANT MEMBER



The Rainforest Alliance offers custom advisory services to support your company's sustainability goals. These services include policy development, training, supply chain risk assessment, and strategic communications. Our corporate advisory team helps you map out your sustainability journey and provides the resources and guidance you need to stay on track.

Please see our Corporate Advisory and Supply Chain Services page [here](#).

Contact us for more information [here](#).

"Sew Much More" Podcast

Sew Much More, a window treatment and home furnishings podcast, explores furniture waste from the bottom-up in an interview with SFC Member Jamie Facciola and Furniturecycle. They dive into accountability, heirloom pieces, reusability, fast furniture, and more.

For the podcast link, click [HERE!](#)

ASBC Publishes Complete Voter + Pollworker Resource Hub!



In part of our ongoing voter and election advocacy campaign, ASBC has created a [new interactive voter + pollworker resource hub](#). Among the many tools available will be a page for business people and citizens alike to find full voter and poll-worker information by state, including important deadlines for mail-in voting and absentee voting.

At ASBC, we are concerned about many aspects of how this election year is unfolding — [developments at the USPS](#), the COVID-19 health crisis, and the continued voter suppression issues in the United States are all significant hurdles. More recently, poll-worker shortages are predicted this November, which could cause further delays and obstacles in the democratic voting process.

The ASBC is calling on all businesses to make voting a central theme of their sustainability strategy this year. All employees should have as much information as needed in order to have a plan of how they will vote this November. The ASBC is recommending the following four objectives as boilerplate goals for how businesses can achieve their goals:

1. [Send a company-wide email](#) by the first week of September, outlining the importance of voting as part of greater civic duty and its importance to democratic process;
2. Voluntarily give paid time off for voting to all employees. The ASBC recommends at least two hours of paid time off, if not the full day — [Take the Pledge Today](#);
3. Offer paid time off for employees to volunteer as poll-workers in their local areas;
4. Offer non-partisan information to all employees and stakeholder groups of voter registration and deadlines by state, all of which can be found [here](#);

We believe sustainability in the social and governance aspects is as much a priority for our members as the environmental aspects, and we are thrilled to support the good work of many brands and companies. It is crucial that companies prioritize voter registration, voter access and supporting poll-worker recruitment as part of their overall CSR and sustainability strategy.



Finding healthier materials to specify for your building projects isn't easy. It can be time-consuming and resource intensive. Sometimes it's hard to know where to start because there's just too much information to sift through, or the information is too technical.

With this in mind, Healthy Materials Lab has created a four-course online certificate program in Healthier Materials and Sustainable Buildings to equip you with the right tools to make informed decisions and supply the necessary background information on basic construction materials, their chemical makeups and their relationship to human health. Each online course is completely self-paced. **Completing the entire program satisfies 18 AIA (HSW) and 23.5 IDCEC (HSW) Continuing Education Credits.**

Hurry to Register! Registration Closes today, September 14

Email for more information healthymaterials@newschool.edu



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 August 2020

2,487 CoC Certificates, US	3,756 Companies CoC certified, US
45,075 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

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](#)!

Deadline for nominations has been extended until **Friday, September 25th**

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?

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.

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.