

SUSTAINABLE FURNISHINGS COUNCIL

HEALTHY ENVIRONMENTS, INSIDE AND OUT

Susan Inglis, Executive Director





Background

- **Founded in 2006**
- **Non-profit coalition of suppliers, manufacturers, retailers & designers**
- **World Wildlife Fund, Rainforest Alliance, USGBC co-founder**
- **Establish standards, promote best practices, provide training**





Membership



Room&Board
HOME FURNISHINGS

**Mitchell Gold
+ Bob Williams**
HOME FURNISHINGS



ITINERANT STUDIO
CURREY
& COMPANY

EUROPE 2 YOU
CURATE A LIFE WELL LIVED.



 **SAFAVIEH**

TUCKER ROBBINS


HEARST *design group*

LIBECOTM
BELGIAN LINEN
— est. 1858 —

ELLE DECOR | HouseBeautiful | VERANDA





Exemplary Recognition

Fermob

LIBECO
BELGIAN LINEN
— est. 1858 —

copeland
FURNITURE

WEST BROS
FURNITURE

naturepedic

Circle Furniture
www.circlefurniture.com

CISCO brothers

HARDEN Room&Board
from the forest to your home HOME FURNISHINGS

GAT CREEK
SOLID AMERICAN-MADE FURNITURE

Durham Furniture
Renowned for Solid Wood Since 1899





Website



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Sustaining healthy environments
inside & out

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TENth Anniversary Celebration

Resource Library Search

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Energy Use Reduction



Health and
Environmental Safety



Waste Reduction &
Recycling



Truth in Advertising



Material Choices



PSA's

Know what your furniture is made of.
 Know where your furniture is coming from.
 Know you are doing your part to sustain a healthy future.



Shop SFC Members—these companies have made the commitment—to sustainability, to transparency, and to continuous improvement. They are supporting a healthy future, supporting you and yours. You can support them with pride.

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 sustainablefurnishings.org

Healthy Environments Inside and Out

MEMBER

0817 1:10 PM

why not?



"Whenever possible, be thoughtful about the products that you surround yourself with. Understanding that regional certified woods, recycled metals, organic foams and low VOC finishes are just the beginning of making the world, through interior design, a better place."

Thom Filicia finds resources and information he needs at www.sustainablefurnishings.org.



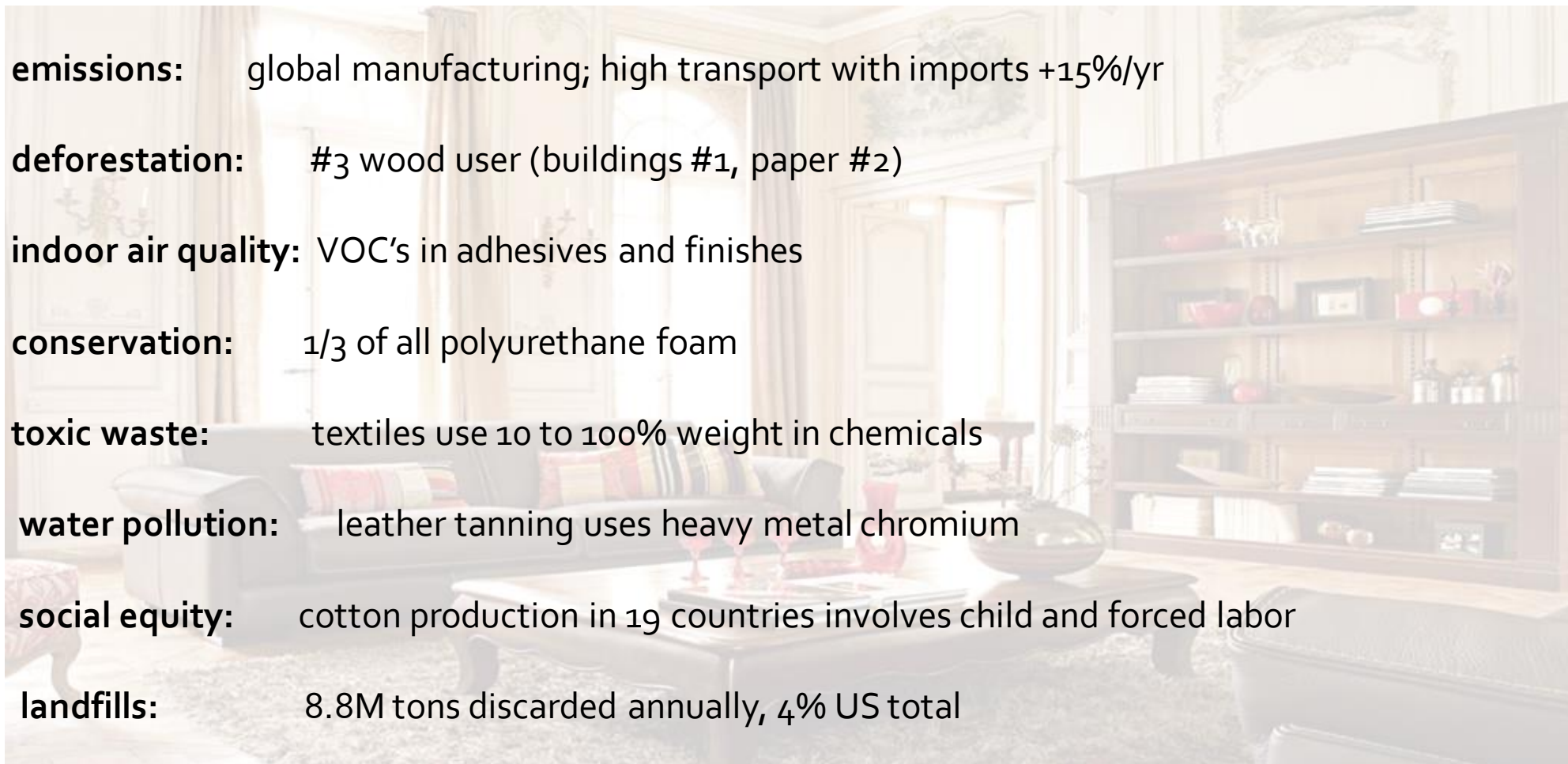
For free directions to hundreds of green sources visit www.sustainablefurnishings.org



Furnishings Facts

Home furnishings directly related to many sustainability issues

- **emissions:** global manufacturing; high transport with imports +15%/yr
- **deforestation:** #3 wood user (buildings #1, paper #2)
- **indoor air quality:** VOC's in adhesives and finishes
- **conservation:** 1/3 of all polyurethane foam
- **toxic waste:** textiles use 10 to 100% weight in chemicals
- **water pollution:** leather tanning uses heavy metal chromium
- **social equity:** cotton production in 19 countries involves child and forced labor
- **landfills:** 8.8M tons discarded annually, 4% US total





INITIATIVES



AMERICAN
SUSTAINABLE
BUSINESS
COUNCIL



CEH
center for environmental health

THE NEW SCHOOL
PARSONS
Healthy Materials Lab



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WHAT'S IT MADE OF?

Rect





GREENleaders

Industry first Certified Sustainability Training program

- environmental issues
- consumer understanding
- product/material sourcing
- interior design
- sales training

Naples, FL, November 30
Boca Raton, FL, December 1



**EDUCATION
PROVIDER**



GREENleaders

Certified
Sustainability
Training Program

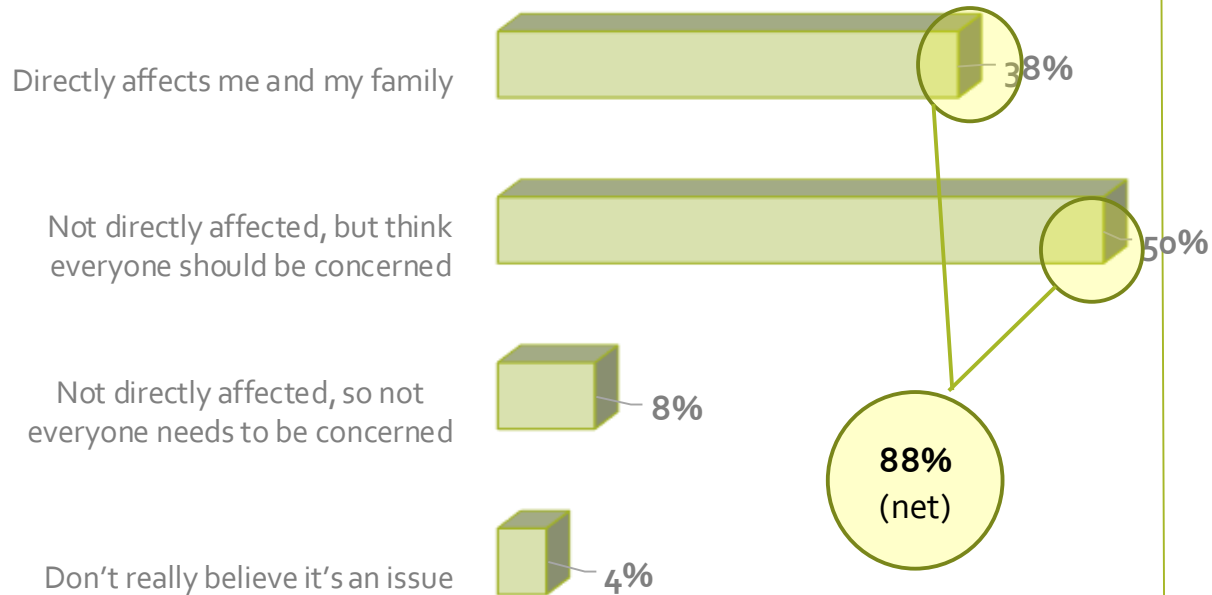




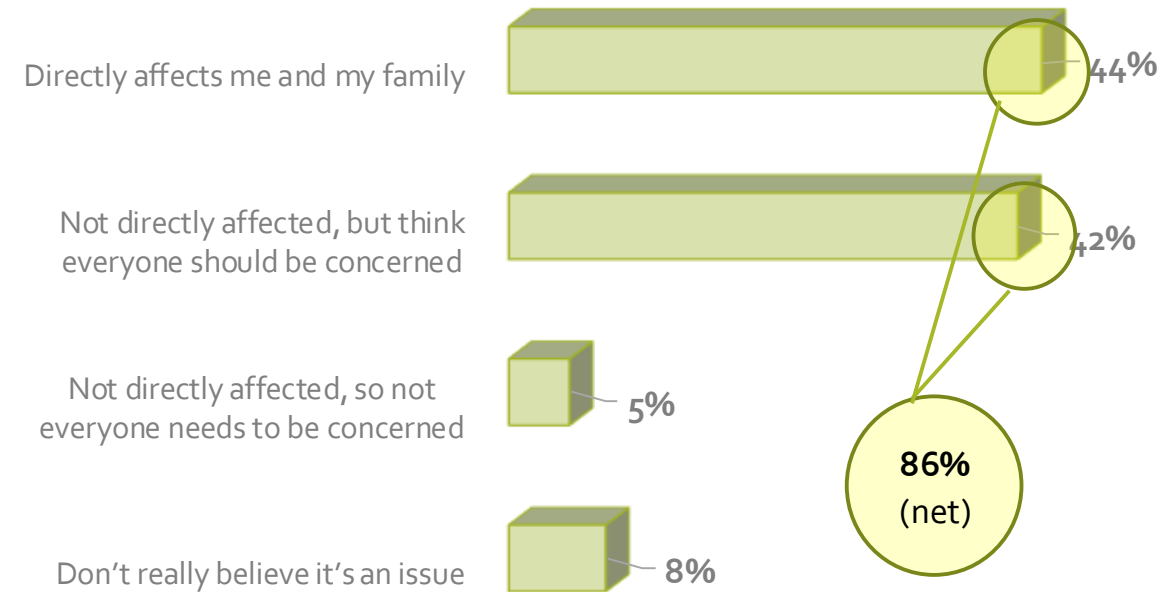
Consumer Research

Among those with an opinion on hazardous indoor air quality or global warming, over 4 in 5 expressed involvement/concern.

HAZARDOUS INDOOR AIR QUALITY



GLOBAL WARMING



[Among those with an opinion on hazardous indoor air quality] Q: Which best describes your position on hazardous indoor air quality? (n=326)

[Among those with an opinion on global warming] Q: Which best describes your position on global warming? (n=326)

Respondents expressed opinions on a variety of environmental issues – virtually all had a point of view on each of the nine issues presented.

Of most concern for 4 in 5 or more: toxic pollutants in the waste stream, using up natural resources, overloading of landfills, extinction of species, and deforestation.

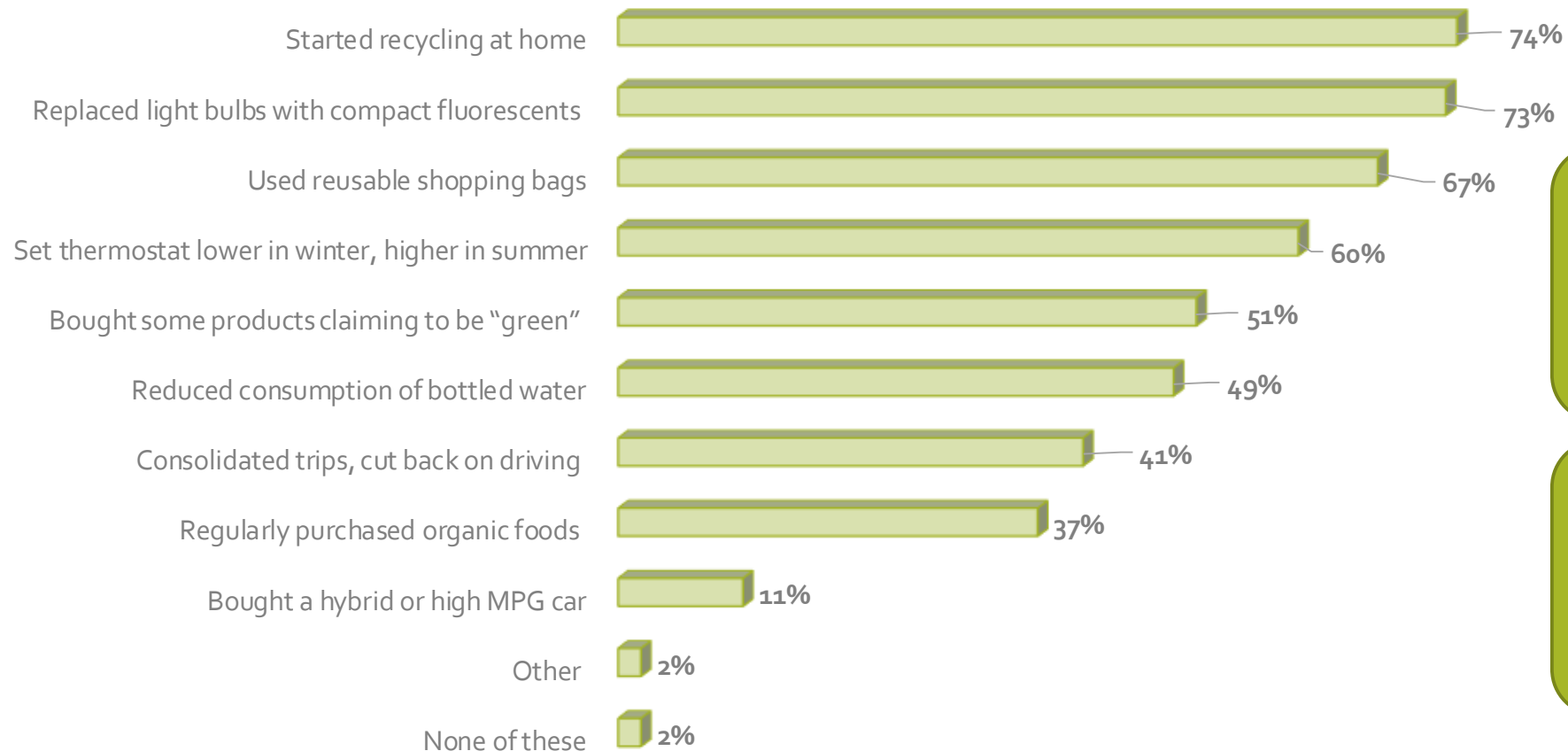
<i>Ranked by NET: Have an opinion</i>	NET: HAVE AN OPINION*	NET: VERY CONCERNED OR CONCERNED
Extinction of species	99%	★ 81%
Increase in natural disasters	99%	78%
Using up natural resources	98%	★ 83%
Deforestation/loss of rainforests	98%	★ 80%
Hazardous indoor air quality	98%	77%
Global warming	98%	73%
Toxic pollutants in the waste stream	98%	★ 86%
Overloading of landfills	98%	★ 82%
Unfair labor and trade practices	98%	75%

Q: Please rate your level of concern about the following environmental issues. (n=332)

*NET: Have an opinion: Very concerned, Concerned, Not very concerned, Not concerned at all (excludes those who selected "don't know anything about it")

Over 9 in 10 committed to at least one home-related “environment-friendly” change such as home recycling or replacing light bulbs with fluorescents.

Over 3 in 4 have made at least one shopping related change such as reusable shopping bag usage or buying “green” products.



92%
“home” related
change
(net)*

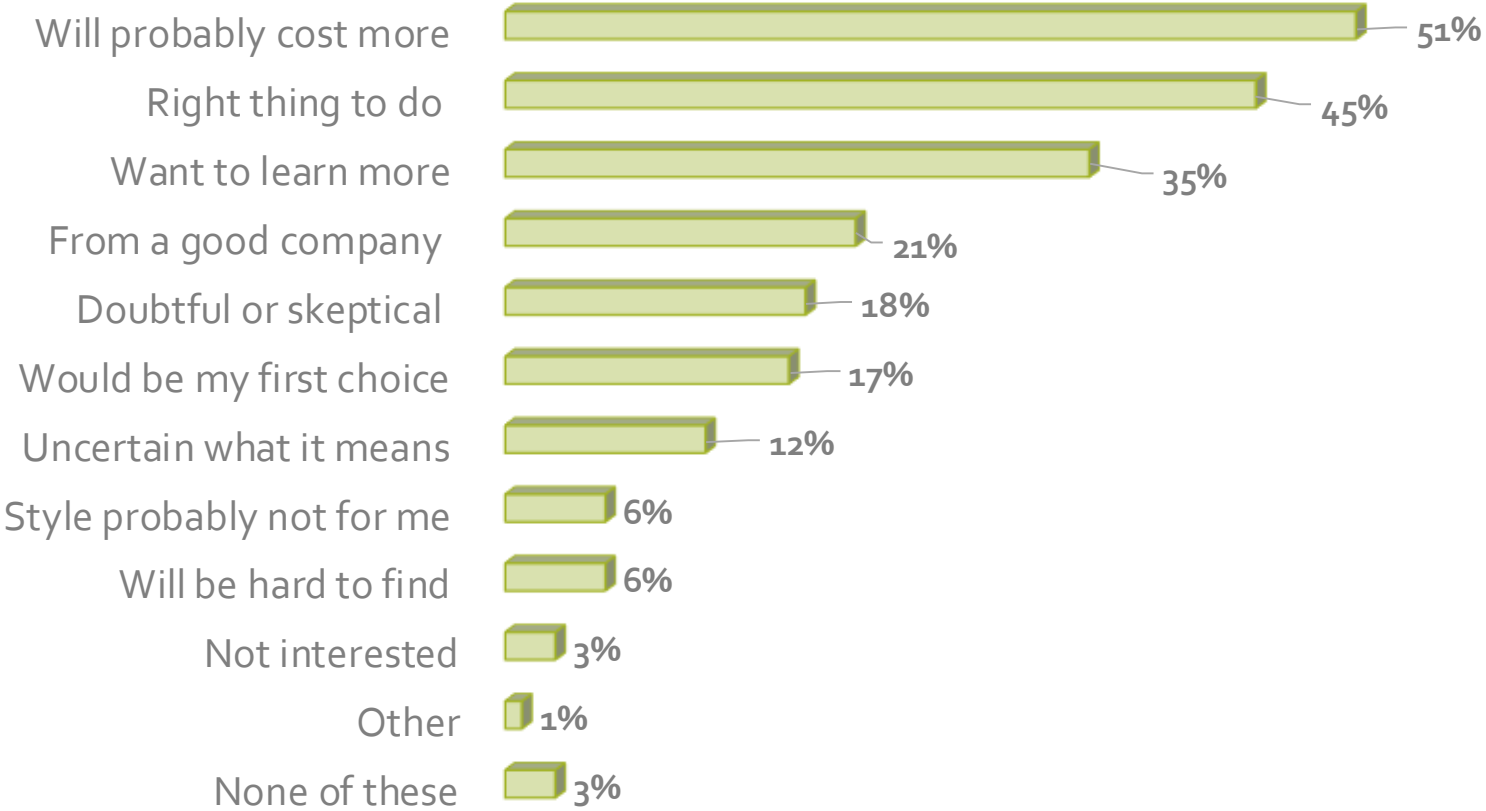
78%
“shopping”
related change
(net)**

Q: Which of these “environment-friendly” changes have you made in your life? Select all that apply. (n=332)

*Home related changes: started recycling at home, replaced light bulbs, set thermostat

**Shopping related changes: used reusable shopping bags, bought some products claiming to be “green”

When respondents hear a product claiming to be “green,” the majority had positive reactions. The top positive reactions were “right thing to do” and “want to learn more.”

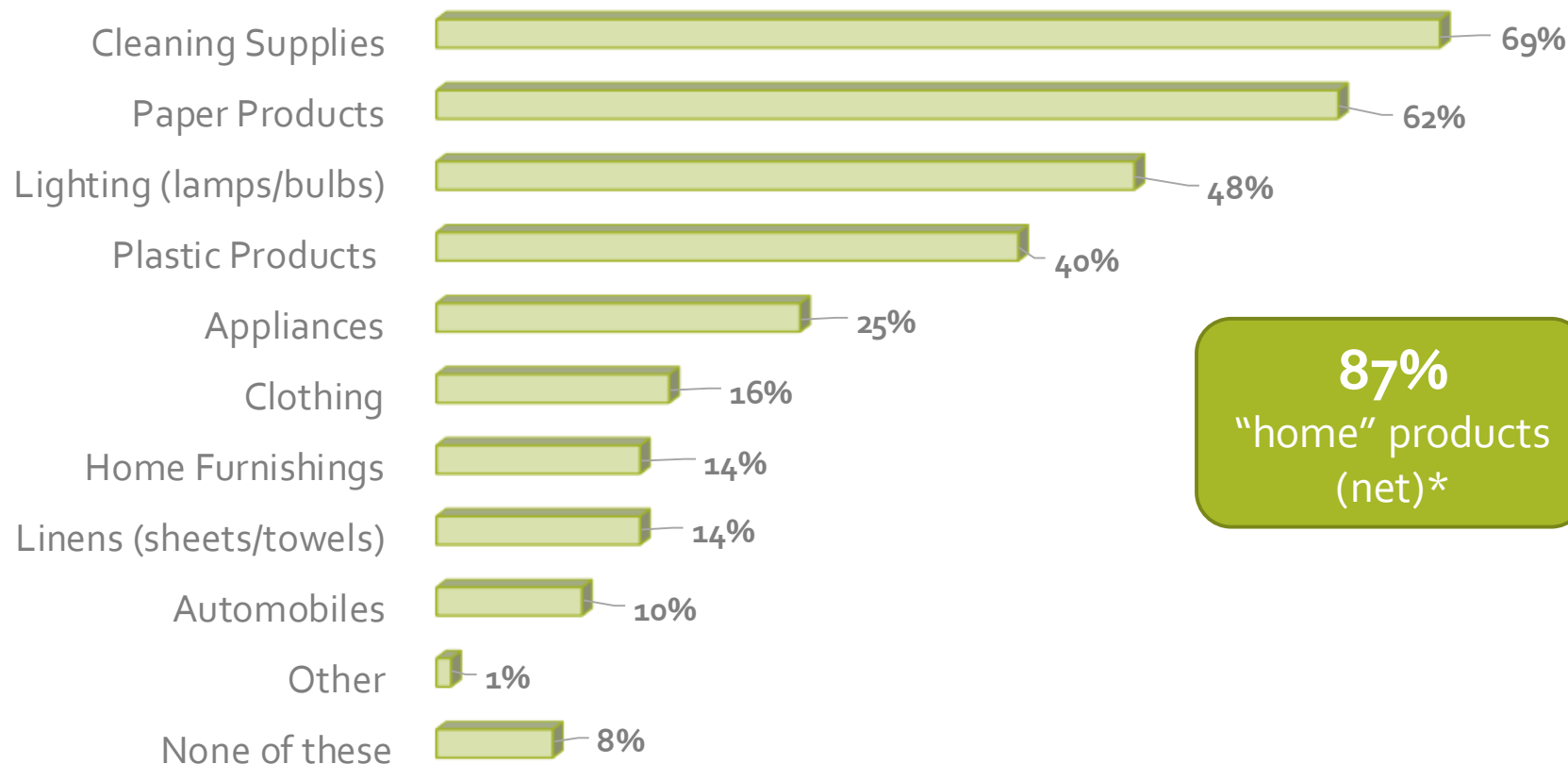


Q: When you hear a product claiming to be “green” (i.e. good for the environment) what is your reaction? Select all that apply. (n=332)

*Positive reactions: right thing to do, want to learn more, from a good company, would be my first choice

**Negative reactions: will probably cost more, doubtful or skeptical, style probably not for me, will be hard to find, not interested

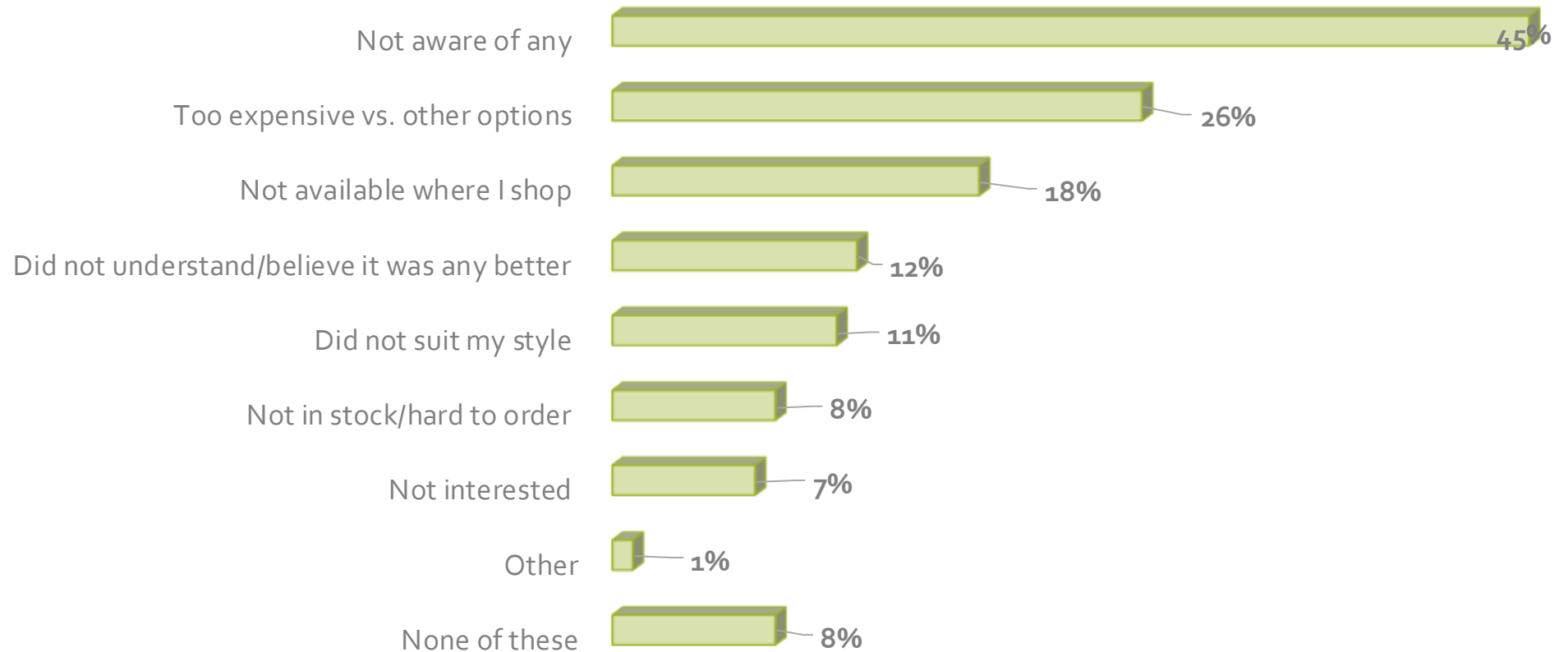
Over 4 in 5 have purchased “green” products for the home. The top purchases were cleaning supplies and paper products.



Q: Have you ever purchased “green” products in the following categories? Check all that apply. (n=332)

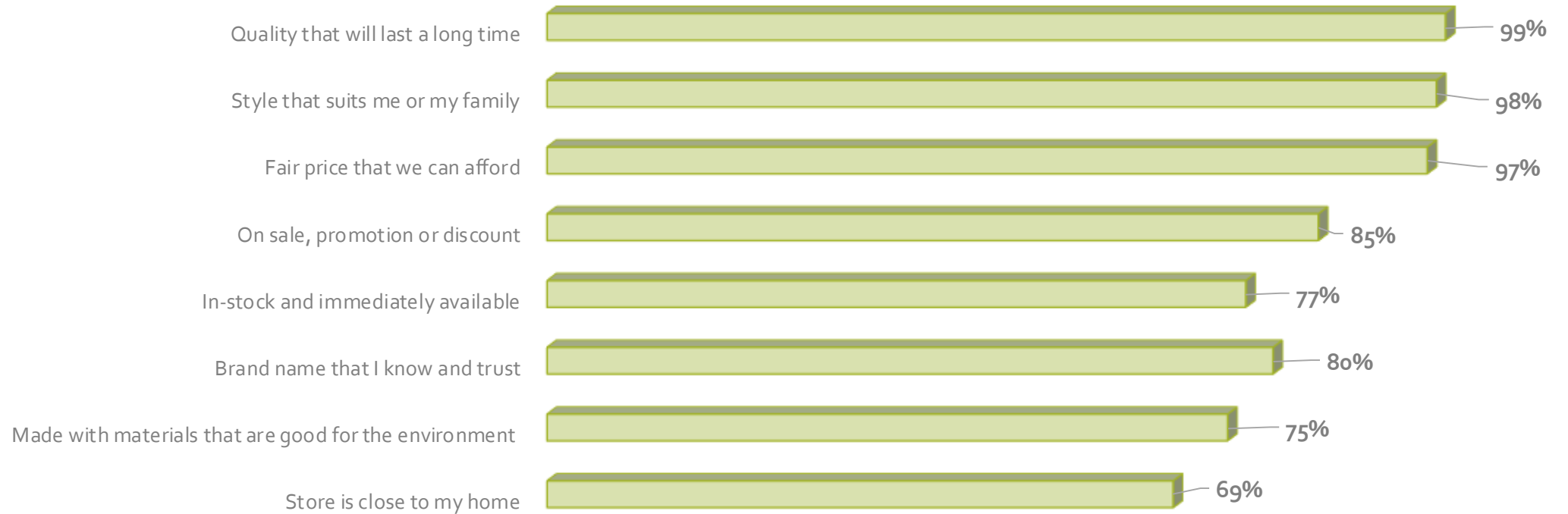
*Home products: cleaning supplies, lighting, appliances, home furnishings, linens

Of respondents who haven't purchased "green" home furnishings, the top reasons why were lack of awareness and price, i.e. too expensive vs. other options.



Quality, style, and price were key factors in the furniture buying process.

NET: VERY IMPORTANT/IMPORTANT*



Q: Please rate the importance of each of the following statements the next time you buy furniture. (n=332)

**Full scale: Very important, Important, Not very important, Not important at all*

High levels of interest captured for “green” home furnishings and certified legal wood – 9 in 10 were “very interested” or “interested” in these options.

INTEREST IN GREEN HOME FURNISHINGS

NET: VERY INTERESTED / INTERESTED	90%
Very interested	42%
Interested	48%
Not that interested	7%
Not interested at all	3%

Q: How interested would you be in buying “green” home furnishings if you liked the style and they cost about the same as other options? (n=332)

INTEREST IN LEGAL WOOD

NET: VERY INTERESTED / INTERESTED	91%
Very interested	40%
Interested	51%
Not that interested	7%
Not interested at all	2%

Q: How interested would you be in buying one type of wood furniture vs. another if it was certified as legal wood coming from a responsibly managed forest? (n=332)

Half were willing to pay up to a 10% premium on “green” furnishings or on responsibly harvested wood furniture.

PREMIUM WOULD PAY FOR GREEN FURNISHINGS

NET: UP TO 10% MORE	50%
Nothing more	28%
Up to 5% more	27%
Up to 10% more	23%
Up to 15% more	12%
Up to 20% more	6%
Greater than 20% more	4%

Q: How much more would you be willing to pay, if necessary, to buy home furnishings that were certified to be legitimately “green” and you liked the style? (n=332)

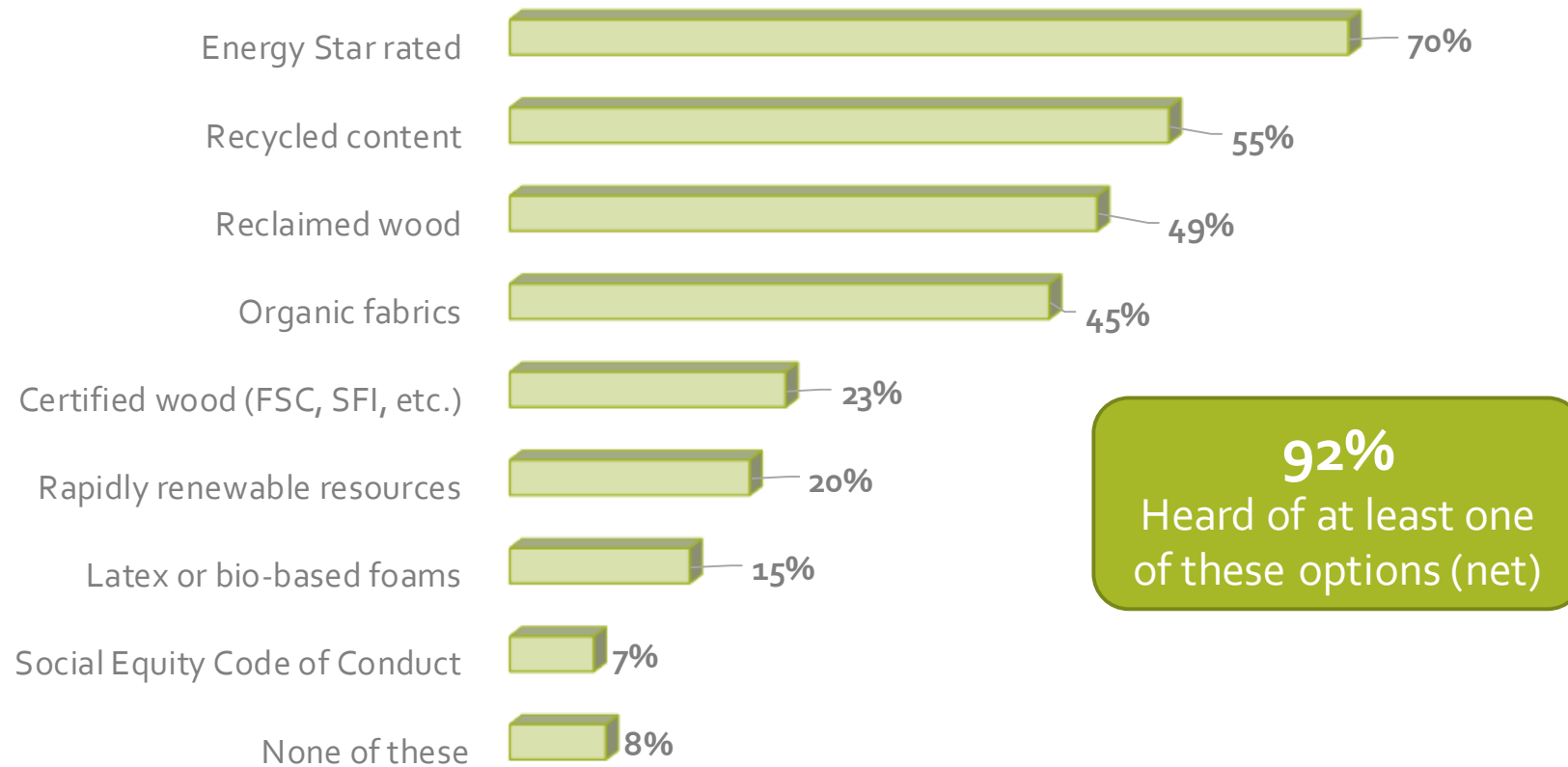
PREMIUM WOULD PAY FOR LEGAL WOOD

NET: UP TO 10% MORE	50%
Nothing more	27%
Up to 5% more	26%
Up to 10% more	24%
Up to 15% more	13%
Up to 20% more	7%
Greater than 20% more	4%

Q: How much more would you be willing to pay if necessary to buy wood furniture that was certified as legal and responsibly harvested? (n=332)

Over 9 in 10 were aware of at least one type of “green” home furnishing option.

Respondents were most familiar with the terms “Energy Star rated,” “recycled content,” and “reclaimed wood.”



Q: Which of these “green” options in home furnishings have you heard of? Select all that apply. (n=332)

Large majorities were interested in learning more about the chemicals and materials used in the manufacture of children's furniture.

Gifts made from environmentally friendly materials or told with environmentally friendly stories also garnered high interest.

INTEREST IN MATERIALS + CHEMICALS USED IN CHILDREN'S FURNITURE
NET: VERY INTERESTED/INTERESTED



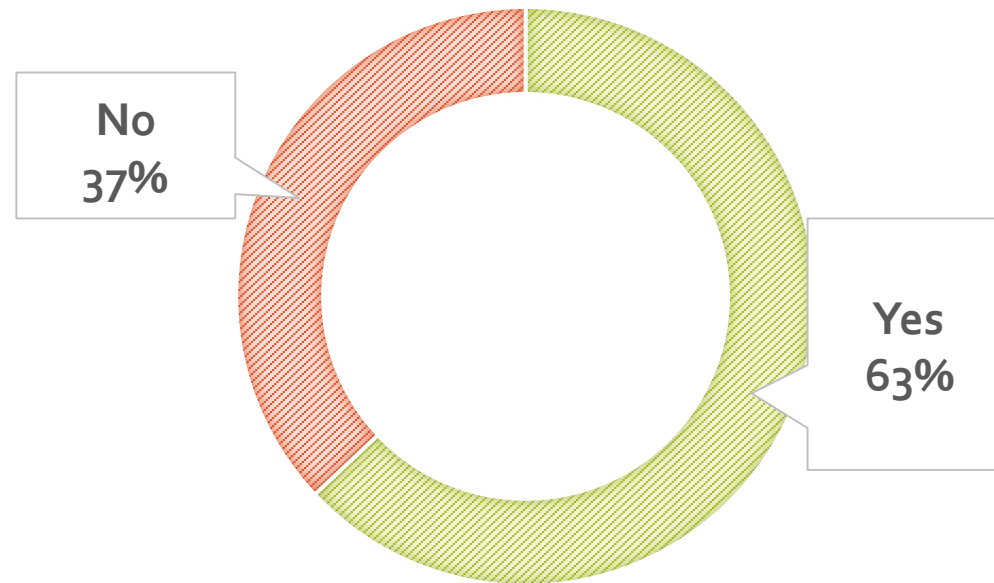
Q: Assuming you were in the market for children's furniture, how interested would you be in knowing about the materials used in the furniture manufacturing process? The chemicals used in the furniture manufacturing process? (n=332)

INTEREST IN GIFTS WITH ENVIRO-FRIENDLY STORIES + MADE FROM ENVIRO FRIENDLY MATERIALS
NET: VERY INTERESTED/INTERESTED



Q: When shopping for a gift, how interested would you be if it had an environmentally friendly story? Was made from environmentally friendly materials? (n=332)

Recent natural disasters have increased concern about environmental issues for over 3 in 5.



Q: Have recent disasters, such as strong storms and landslides, increased your concern about environmental issues? (n=332)

Thank you!

Any questions?



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