



**American Home Furnishings Alliance
Franklin Furniture Institute
Mississippi State University
Starkville, Mississippi
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Sustainability

The 21st Century Bottom Line

Agenda

- The “Green” Issue
- Overview of Sustainability
- Why are Businesses Interested in Sustainability?
- AHFA’s Sustainable by Design Program

The “Green” Issue

- “Green” anything has become the buzz word for everything sustainable
- Without reducing your environmental, a ‘green claim’ is confusing
- This has created the perception of “green washing”

The “Green” Issue

- Just because you have an item in your line that is “green” doesn’t mean you practice sustainable business practices
- Is it a fad or is it a long term commitment that indicates a corporate culture of active and effective environmental stewardship!

What's In a Name

- Green Design is synonymous with sustainable design and is defined as a company's process of implementing Sustainable Business Practices (SBP), such as energy conservation, use of renewable materials, and low environmental impact production methods in their manufacturing operations

What's In a Name

- Sustainable Business Practices are those practices that are designed to meet the needs of the present without compromising the ability of future generations to meet their own needs

What's In a Name

- Sustainability is a commitment to integrating economic, environmental and social policies/practices into our business models that demonstrate the value our companies place on their people, the environment and shareholders. It will promote a culture dedicated to the stewardship of resources and the creation of a sustainable environment for future generations

Sustainability

A large, powerful blue wave crashing, symbolizing the next big wave in corporate responsibility. The wave is curling over, creating a tunnel-like effect. The water is a vibrant blue, and the sky is a clear, bright blue with some white clouds. The overall scene is dynamic and energetic.

The next big wave in corporate
responsibility
is here!

Points on the sustainability wave

- Leading companies provide it
- Competitors offer it
- The public expects it
- Equity markets screen reports for it
- Consumers look for it

Sustainability starts with...

**Company
Values**

environment

society

shareholders



Sustainability emerges



- Intolerance of waste
- Shareholder Stewardship
- Customer Value
- Community Involvement
- Dignity and Security

Sustainability

- Integration of people, economy, environment
- Also called the “Triple Bottom Line”

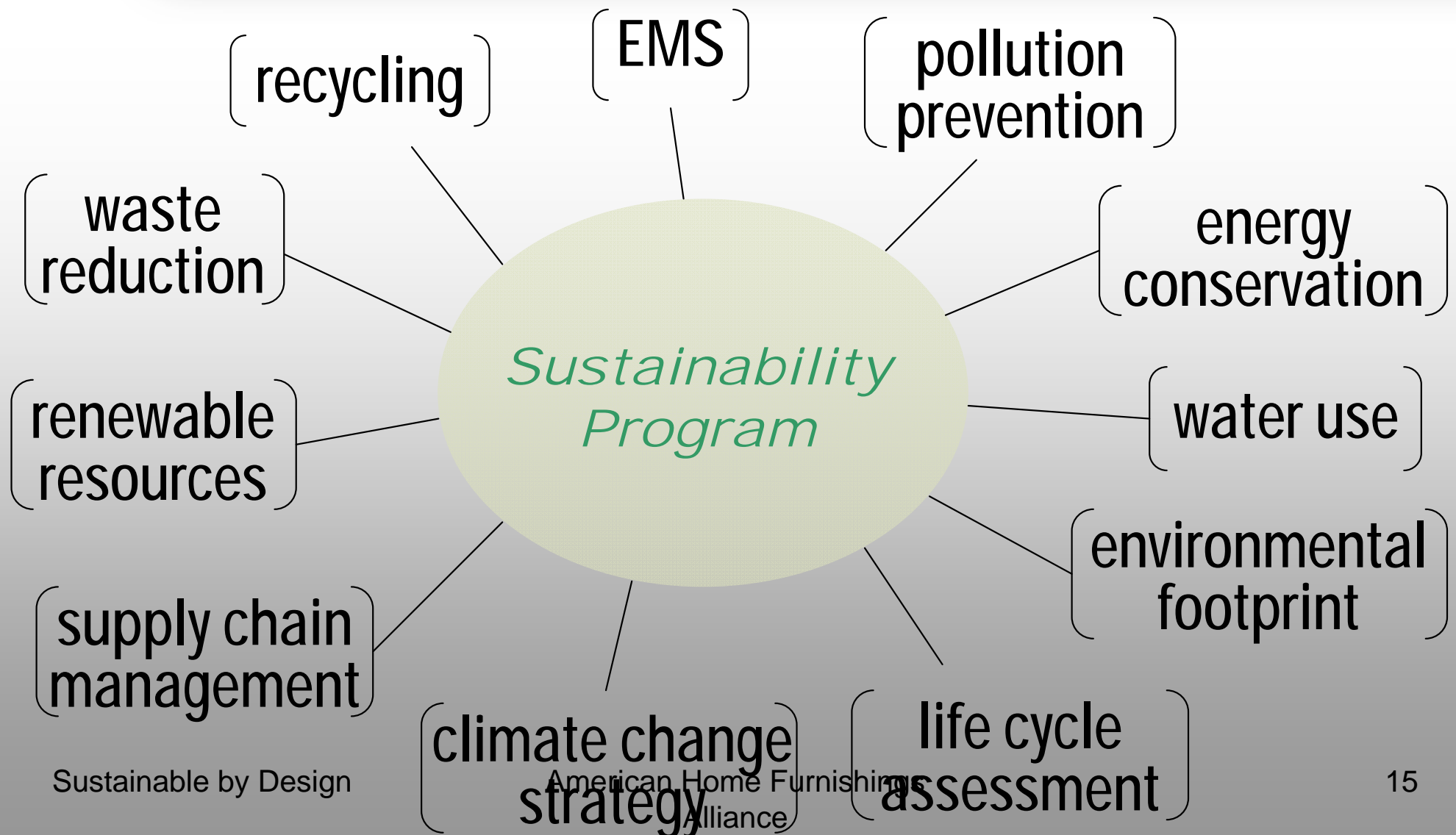


Sustainability

- Sustainability development is the next phase of integrated product development
- Business seeks product development approaches that benefit the local environment and quality of life
- Minimize “environmental footprint”



EFEC is a Component of Sustainability Program



Why are Businesses Interested in Sustainability?

The “Value” of Sustainability

- Businesses recognize two general categories of value for sustainability: Internal and External
- The reduction of internal inefficiencies ... Waste=\$\$
- The value of ‘telling their story’ to the consumer at retail

The “Value” of Sustainability

Internal Value

- Mainly in the form of cost reductions and improved risk management
- Cost reductions come from increased efficiencies - Energy reductions coupled with emission reduction credit value, alternative materials with lower life cycle costs, renewable materials that are independent from “scarcity”, and

The “Value” of Sustainability

Internal Value

- Risk management improvements come from decreased exposures - Non-hazardous materials require less “compliance assurance”, disposal risk are lowered, less insurance policy costs, reduced exposure to new and emerging regulations, improved product acceptance in global markets

The “Value” of Sustainability

External Value

- Reputation and ‘brand value’
- Reputation among shareholders rises as risk and cost decline with sustainable practices, sustainability is a new proxy for “sound management”, increases access to capital and may lower cost of capital

The “Value” of Sustainability

External Value

- Reputation and brand value increases as B2B partners look to “green” the supply chain
- Market position increases as you effectively position your ‘green’ products

Sustainability reaches full value potential only when it's communicated

■ Internal Communication:

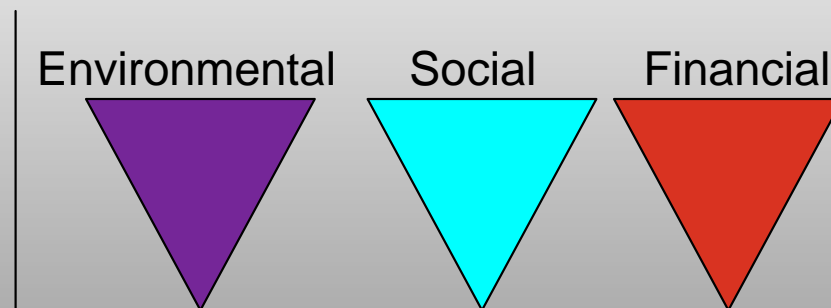
- Where are the best opportunities to extract more “value”?

■ External Communication:

- How we would like to others to see us
- How do they see us? – stakeholder

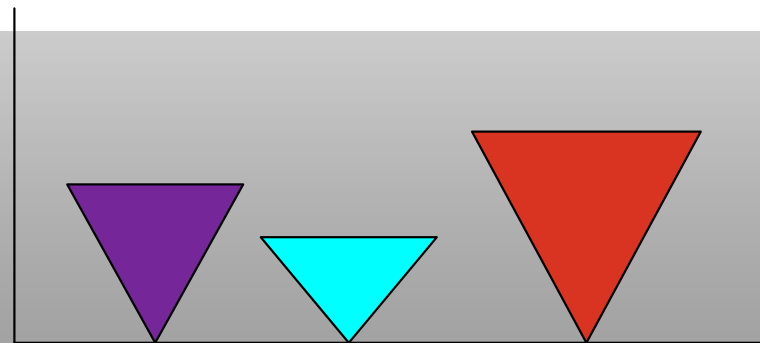
Performance

- A balanced approach: programs are of equal “maturity” and equally emphasized – programs are well integrated



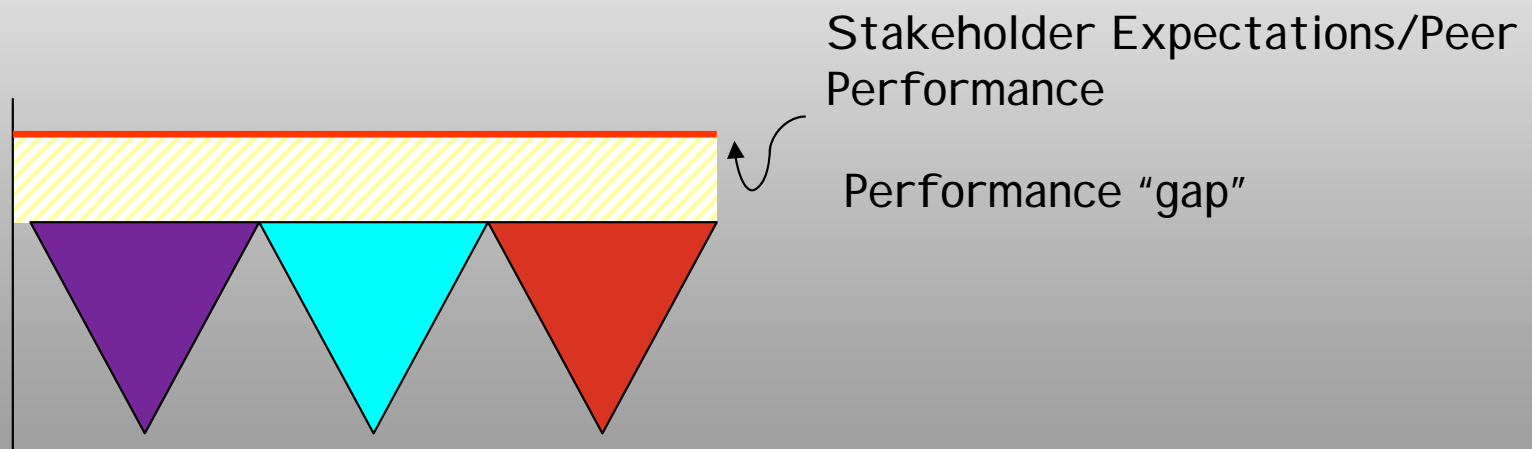
Performance (continued)

- An unbalanced approach: programs are of unequal “maturity” and performance levels suggest that financial stakeholder interests “trump” others. Program elements are “disconnected”



Performance

- A balanced approach: but under performing stakeholder expectations or lagging peer network in performance



Investment Analysts

- Wall Street evaluates firms with regard to best practices in environmental management
- Firms are evaluated with respect to Environmental Programs
 - Policies
 - Environmental Management Systems (EMS)
 - Environmental Audits and Reporting
 - Voluntary EPA and Government Programs
 - Environmental Indicators tracked
 - Board structure

Investment Analysts

- Firms are also evaluated with respect to three major challenges
 - Supply chain management
 - Water use
 - Climate change

Financial Benefits

- Superior EHS performance is a proxy indicator for superior management capability
 - Effectively communicates organization's ability to manage risk, reduce volatility, and build shareholder trust

Financial Benefits

- 50% of firm's market value can be attributed to intangibles like EHS
 - 35% of institutional investors' portfolio allocation decisions are based on intangibles like EHS
 - 81% of Global 500 executives rate EHS issues among top 10 issues driving value

Financial Benefits

- Effective management of EHS issues is sign of good management which drives good financial performance
- Companies with high EHS management ratings outperform other
 - Pharmaceutical companies with above average ratings outperform companies with below average ratings by approximately 17 percentage points

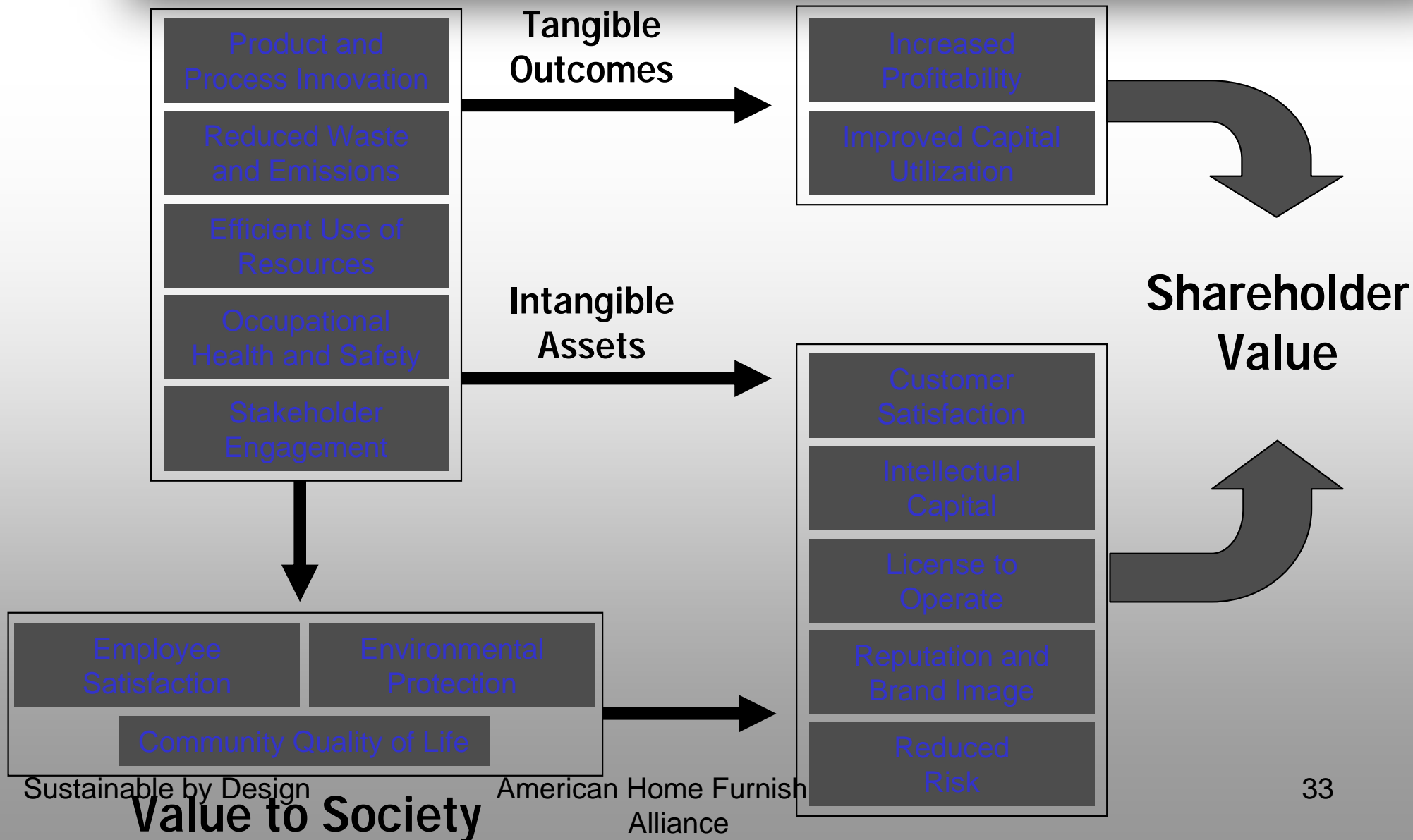
Socially Responsible Investing

- Currently over 200 mutual funds dedicated to socially or environmental responsible investing
- Socially screened portfolios are over \$2 Trillion which is over 10% of the 19.9 Trillion assets currently under management in the United States

Socially Responsible Investing

- Scoring and ranking tools
 - Dow Jones Sustainability Index
 - FTSE4Good Index
 - Have performed in line or outperformed broader market averages

Overview of Pathways Linking EHS to Shareholder Value



Wal-Mart

- Implemented Sustainability 360
 - Formed teams focusing on packaging, real estate, energy and raw materials
 - Examined all business practices
 - Partnered with non-profit organization, consultants, and other groups

Wal-Mart Goals

- **Top 3 Goals**
 - 100% renewable energy
 - Zero waste
 - Sell sustainable products

Wal-Mart Goals (continued)

■ Renewable Energy

- To be supplied 100% renewable energy
- Existing stores 25% more efficient in 7 years
- New stores 30% more efficient in 4 years

■ Greenhouse Gases (GHG)

- Reduce GHG by 20% over next 8 years
- Double new truck efficiency by 2015
resulting in reduction of 26 billion pounds of
Carbon Dioxide in next 13 years (2020)

Wal-Mart Goals (continued)

- Improved truck design improves efficiency/reduces emissions
 - Trailer side skirts
 - Aerodynamic tractor
 - Auxiliary power unit for night

Wal-Mart Goals (continued)

■ Create Zero waste

- Reduce solid waste 25% in 3 years
- Improve private brand packing in 2 years
- Developed innovative baling system (“sandwich bale”) to handle plastic and cardboard
 - Reduction of 1100 tons that would have gone to a landfill

Wal-Mart Goals (continued)

- Sell sustainable products
- Supplier Initiative
 - Work with suppliers to reduce packaging by 5% in 2013
 - Effect equal to
 - Remaining 213,000 trucks form the road
 - Saving 324,000 tons coal and 67 million gallons diesel per year

Wal-Mart Goals (continued)

- Help suppliers run more sustainable businesses
- Design and support Green Company Program in China

The AHFA Approach



Sustainable by Design

- A comprehensive sustainable business practice strategy
 - Reducing your environmental footprint
 - Reducing your CO2 footprint
 - Reducing greenhouse gas emissions
 - Energy
 - Recycling – “grab the low hanging fruit”
 - Corporate Responsibility – start to finish
 - Life Cycle Assessment

Our Mission

- AHFA members are committed to integrating socio-economic policies and environmental practices into their manufacturing operations that are consistent with the responsibility we have to properly manage our natural resources for future generations. These policies and practices will promote a culture committed to the conservation and stewardship of resources and to the creation of a sustainable environment.

Applicability & Scope

- Sustainable by Design will be granted at the company level to AHFA members that satisfy the programs 'Credit Areas' and 'Punch List'
- EFEC Registration is a key requirement

Applicability & Scope

- EFEC registration is provided at the plant level only,
- All facilities owned and operated by the company must satisfy the Credit Areas in order to receive the Sustainable by Design designation

Sustainable by Design Program

AHFA

Sustainable by Design

Environmental
Management
System

Minimize
Environmental
Footprint

Supply Chain
Management

Global Climate
Change

Environmental Management System

- EFEC Registration
- Environmental Policy
- Impact Analysis
- Goals
- Employee Awareness
- Incident Preparedness Plan
- Public Education / Communication

- Work with Suppliers
- Inform Regulatory Agencies
- Information and Technology Exchange
- Measurement of Progress
- Corrective Action Plan

Minimize Environmental Footprint

- Low VOC/Low HAP Coatings
- Renewable Fuels
- Certified lumber (3% to 5%)
- Energy Conservation Program
- Water Conservation Program

- Solid/Hazardous Waste Reduction Program
- Life Cycle Analysis
- Low Emitting of Resins
- ATCM compliant MDF, Particle Board, and Plywood
- No PBDE

Supply Chain Management

- Develop program to assist suppliers with development and implementation of sustainability programs
- Chain of Custody Program

- Record Retention and Auditing
- Supplier/Vendor Initial Notification
- Outreach, Training and Information Exchange

Global Climate Change

- Green House Gas baseline inventory
- Minimize Green House Gas Emissions
- Reporting

Sustainable By Design Punch List

- All of the following elements must be implemented and fully documented for a company to receive the AHFA Sustainable by Design Label

1) EFEC Registration

2) Minimize Environmental Footprint

- Low VOC/Low HAP Coatings

- Renewable Fuels

- Use Certified Lumber (3% to 5%)

- Energy Conservation

- Water Conservation Program

- Recycling Program

- Solid/Hazardous Waste Minimization Program

- Life Cycle Analysis Program

- Low Emitting UF Resins

- ATCM compliant MDF, Particle Board, and Plywood

- No PBDE

3) Supply Chain Management

- Program to assist suppliers with development/implementation of sustainability programs

- Chain of Custody Program

4) Global Climate Change

- Program to minimize Green House Gases

- Global Change Reporting

Sustainable By Design Punch List

1) EFEC Registration		<input type="checkbox"/>
2) Minimize Environmental Footprint		
• Low VOC/Low HAP Coatings		<input type="checkbox"/>
• Renewable Fuels		<input type="checkbox"/>
• Use Certified Lumber (3% to 5%)		<input type="checkbox"/>
• Energy Conservation		<input type="checkbox"/>
• Water Conservation Program		<input type="checkbox"/>
• Recycling Program		<input type="checkbox"/>
• Solid/Hazardous Waste Minimization Program		<input type="checkbox"/>
• Life Cycle Analysis Program		<input type="checkbox"/>
• Low Emitting UF Resins		<input type="checkbox"/>
• ATCM compliant MDF, Particle Board, and Plywood		<input type="checkbox"/>
• No PBDE		<input type="checkbox"/>
3) Supply Chain Management		
• Program to assist suppliers with development/implementation of sustainability programs		<input type="checkbox"/>
• Chain of Custody Program		<input type="checkbox"/>
4) Global Climate Change		
• Program to Minimize Green House Gases	American Home Furnishings Alliance	53 <input type="checkbox"/>
• Global Change Reporting		<input type="checkbox"/>

Capitalize on Capitalism

- It makes sense to look for internal efficiencies ... innovation will shape your strategy
- It makes sense to reach out to the consumer at the retail level ... they are informed

Capitalize on Capitalism

- Develop a common sense, pragmatic strategy built on continuous, incremental improvement and change
- Let the fundamentals of sustainability create a platform to tell your story to the consumer
- Use your story to supplement you brand and market position

Green is Good

- Only if we embrace market-based solutions built around the core values of sustainable business practices
- Green design is only a part of our strategy, not the end of it all
- We must begin telling our story, and it is a good one to tell
- It is a story ripe with economic opportunity and must become the model for the future

The Journey Forward

- It begins by accepting the fact that the future is now and by embracing the idea of sustainable business practices
- It starts by reducing your environmental footprint at the manufacturing level and throughout the “supply chain”
 - Be innovative and creative ... destroy the box!
 - Take credit for combusting a renewable resource
 - Calculate your CO2 footprint!
 - Reduce Green House Gases - GHG

The Journey Forward

- Certified wood products
- Transportation
 - Fuels, idling, particulate controls
- Take credit for reducing VOC/HAP and formaldehyde emissions
- Educate and empower
- Don't hide ... Lead!
- Get in the game even if you don't believe the rhetoric!

The Future Is Now!

