

Sustainable By Design

“Designing the Core Values of Green”

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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.

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.



Fundamentals

- Reducing Our Environmental “Footprint”
 - EFEC is key!
- Impacting the Supply Chain
 - From retail to suppliers
- Defining Our Materials
 - Prop 65, formaldehyde, VOC/HAP
- Determine Product Life Cycle
 - Design with “Cradle to Cradle” in mind



Fundamentals

- Reducing Your Environmental Impact
 - Emission “Endpoints” ... Air, Water, Waste
 - Consumer Exposure
- Economic Justification
 - Market Based Solutions
 - Realized Cost Savings
- Social Responsibility
 - Being a Good Corporate Citizen



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.
- It makes sense to develop a common sense approach to how you operate your business.
- It makes sense to tell your story from the posture of sustainable business practices.
- It's time to be part of the solution.



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.



We Have a Problem

- “Green” anything has become the buzz word for everything sustainable.
- This has created the perception of “green washing.”
- 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!



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 AHFA ECO Label





The AHFA ECO Label

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 Analysis – “cradle to cradle”



Our Mission

AHFA members commit to integrating socio-economic policies and environmental practices into our 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

The Sustainable by Design Certification will be awarded at the **company level** to AHFA members that satisfy the Credit Areas in Figure 1 and the Punch List in Table 1. Because EFEC Certification is a key requirement, and because EFEC Certification is provided at the plant level only, it is required that **all** facilities owned and operated by the company satisfy the Credit Areas in order to receive the Sustainable by Design Certification.



The Future Is Now!



Sustainable
by Design
AHFA CERTIFIED