

A large yellow vertical bar is on the left side. A horizontal blue line spans across the top, with a yellow rectangular block on the right side. Below the main title, there is a large white rectangular area with a thick blue border.

Sustainable Business Practices

Defining the Core Values of “Green”

What's in a Name?

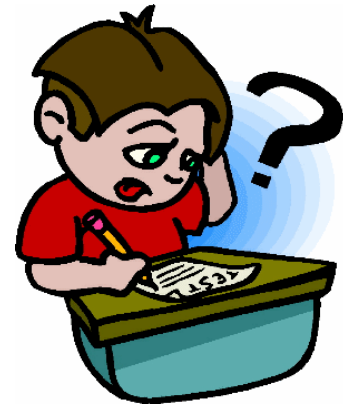
Sustainable business practices will meet the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainability relates to the continuity of economic, social, institutional and environmental aspects of human society, as well as the non-human environment.



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 line that is “green” doesn’t mean you practice sustainable business practices!



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.

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.

Visionary Leadership

- **Honda** – 10% reduction in their CO2 footprint both from their factories and cars.
- **S.C. Johnson** – 2.8M lbs. VOC/PVDC removed from Windex and Saran Wrap
- **Herman Miller** – “Life Cycle” analysis utilizing the McDonough Braungart Design Chemistry model.



How about AHFA?

- Stanley Furniture
- Lexington Home Brands
- La-Z-Boy Utah
- Pulaski Furniture
- Vaughan Furniture
- Bernhardt Furniture
- Century Furniture



The Journey Forward

- It begins by accepting the fact that the future is now and embrace the idea of sustainable business practices.
- It starts by reducing your environmental footprint @ the manufacturing level.
 - Be innovative and creative ... destroy the box!
 - Take credit for combusting a renewable resource.
 - Calculate you CO2 footprint!

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 ECO Label

- AHFA is developing a comprehensive sustainable business practice strategy.
 - Reducing the environmental footprint
 - Reducing you CO2 footprint
 - Reducing greenhouse gas emissions
 - Energy
 - Recycling
 - Corporate Responsibility
 - Life Cycle Analysis