



Green Design and Sustainability

ACE Committee Meeting

June 7, 2007

BROWN AND
CALDWELL

Consumer Issues

- Consumer awareness is increasing
- Consequently, increased demand for “Green” products
- However, consumer may not be certain about definition of “Green”
 - Is it sustainable?
 - Is it LEED?
 - Is it lumber from managed forests?

What is Green Design?

- Not clearly defined but widely used in marketing
- Sometimes used to reflect,
 - LEED Certified
 - Recycled products used in components
 - Certified lumber

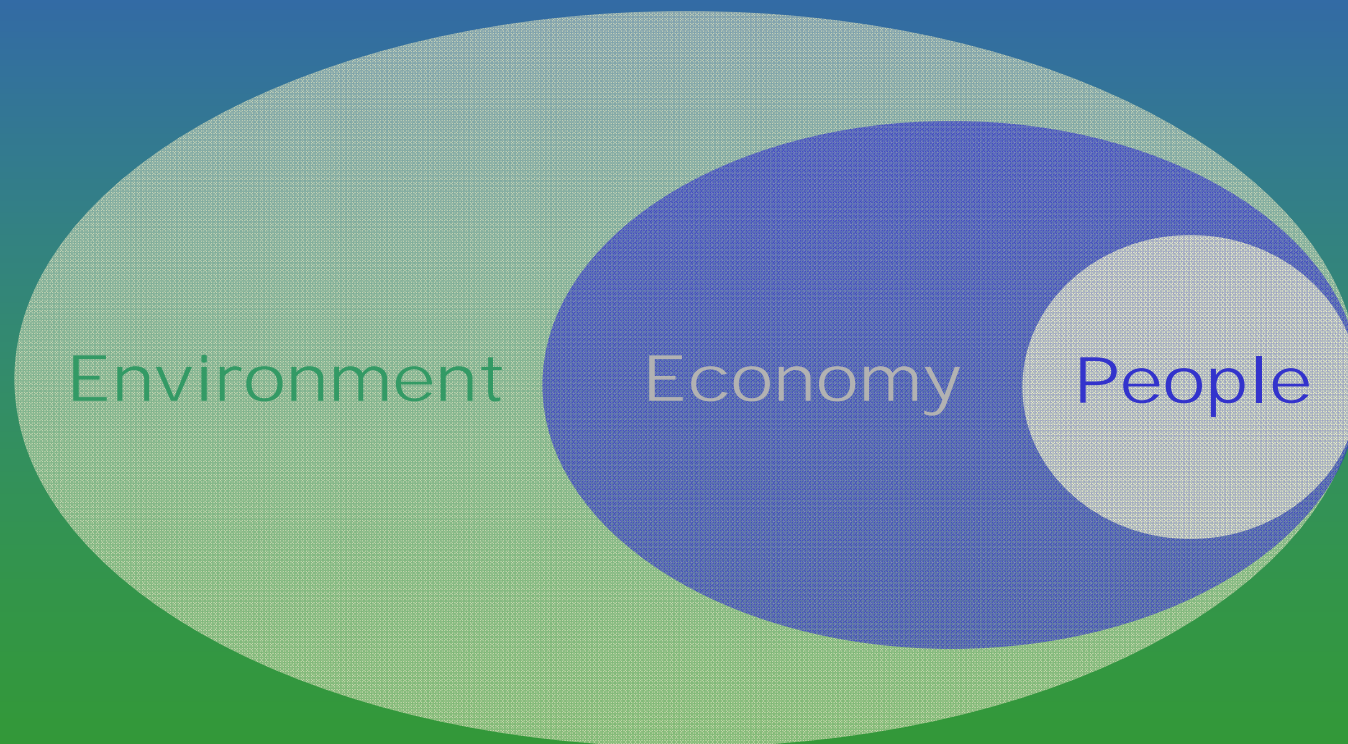
What is Sustainability?

- Definitions vary but share common themes
 - Ecological integrity
 - Economic security
 - Community vitality
 - Commitment to welfare of future generations

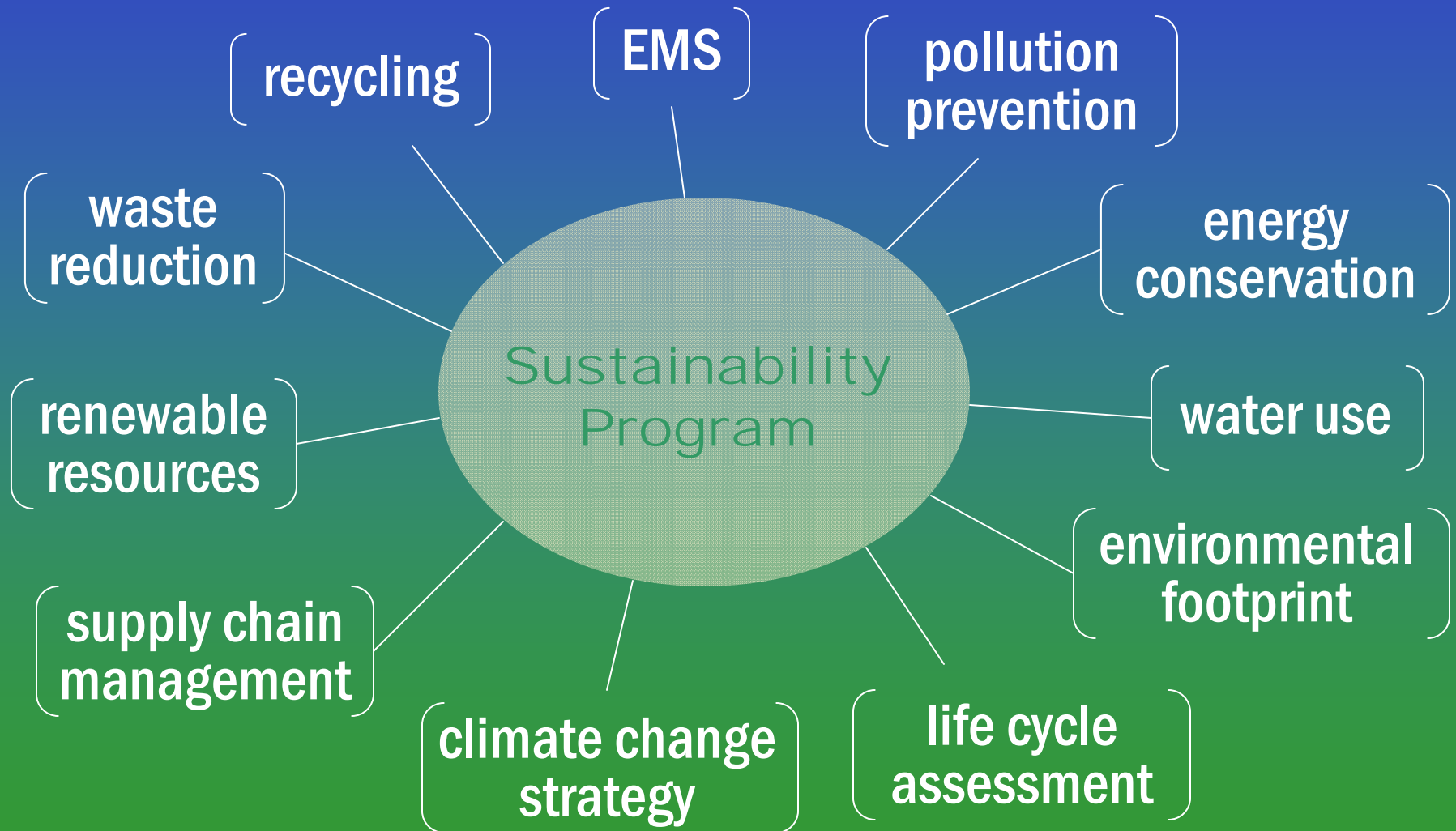


Sustainability

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

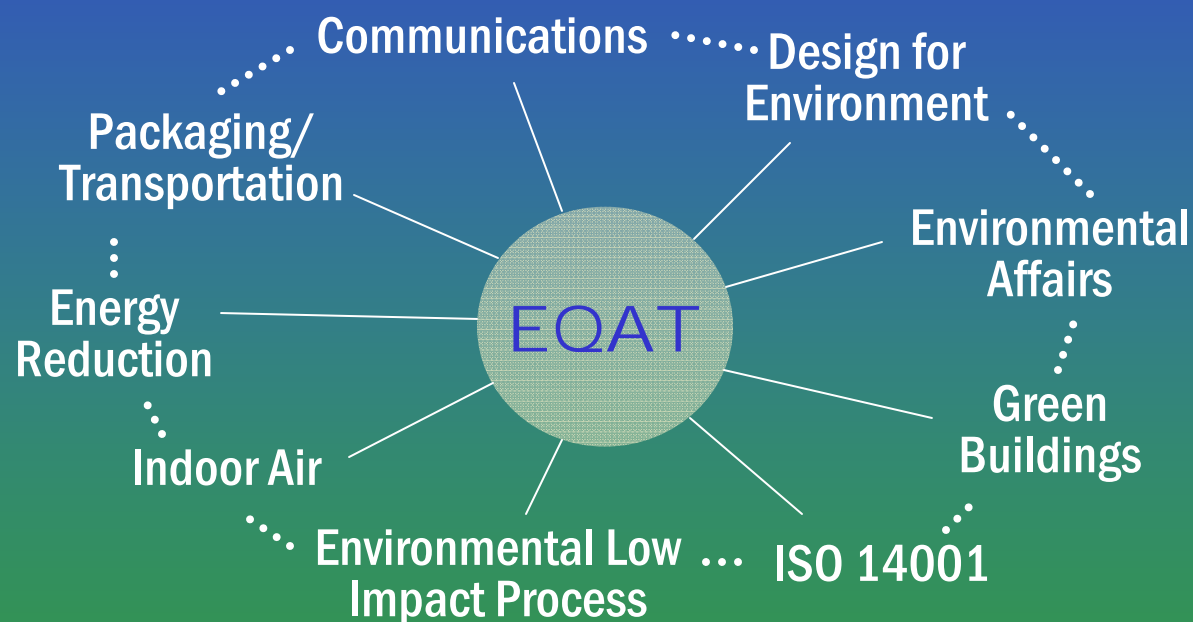


Sustainability Program



How Herman Miller Made It Happen

- Established Environmental Quality Action Team



- Cross-functional steering committee
- Sets environmental direction and priorities
- Measures results

What are AHFA Members Doing?

- Currently implementing many facets of a Sustainability Program....just not getting the credit
 - Low HAP / Low VOC coatings
 - Energy conservation programs
 - Certified Lumber
 - Environmental Management Systems
 - LEED Certification
 - Pollution prevention

AHFA Eco Label

- Shift focus from Green Design to Sustainability
 - Repackage ongoing efforts
- Develop Eco Label Program
 - Establish set of metrics
 - Governance
 - Certification Program
 - Auditing