

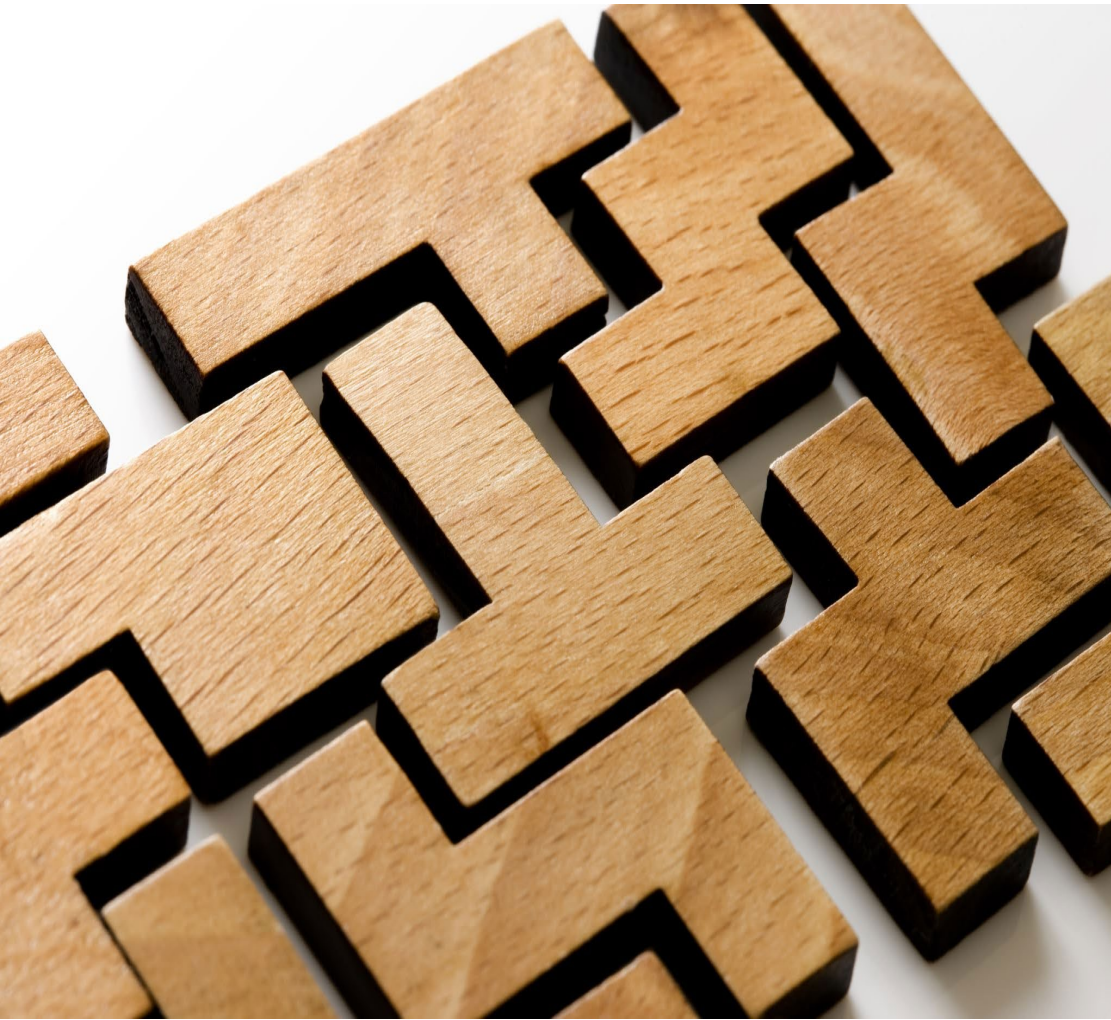


SUSTAINABILITY PROGRAM
Thursday, August 18

Raising Residential to the LEVEL[®] of Commercial

Steve Kooy

BIFMA Director Health & Sustainability



Agenda

- 1 BIFMA
- 2 e3 Standard
- 3 LEVEL Program
- 4 Market Drivers
- 5 Q&A

BIFMA

The North American Furniture Trade Association

Setting the Standard since 1973

Founding Reputation

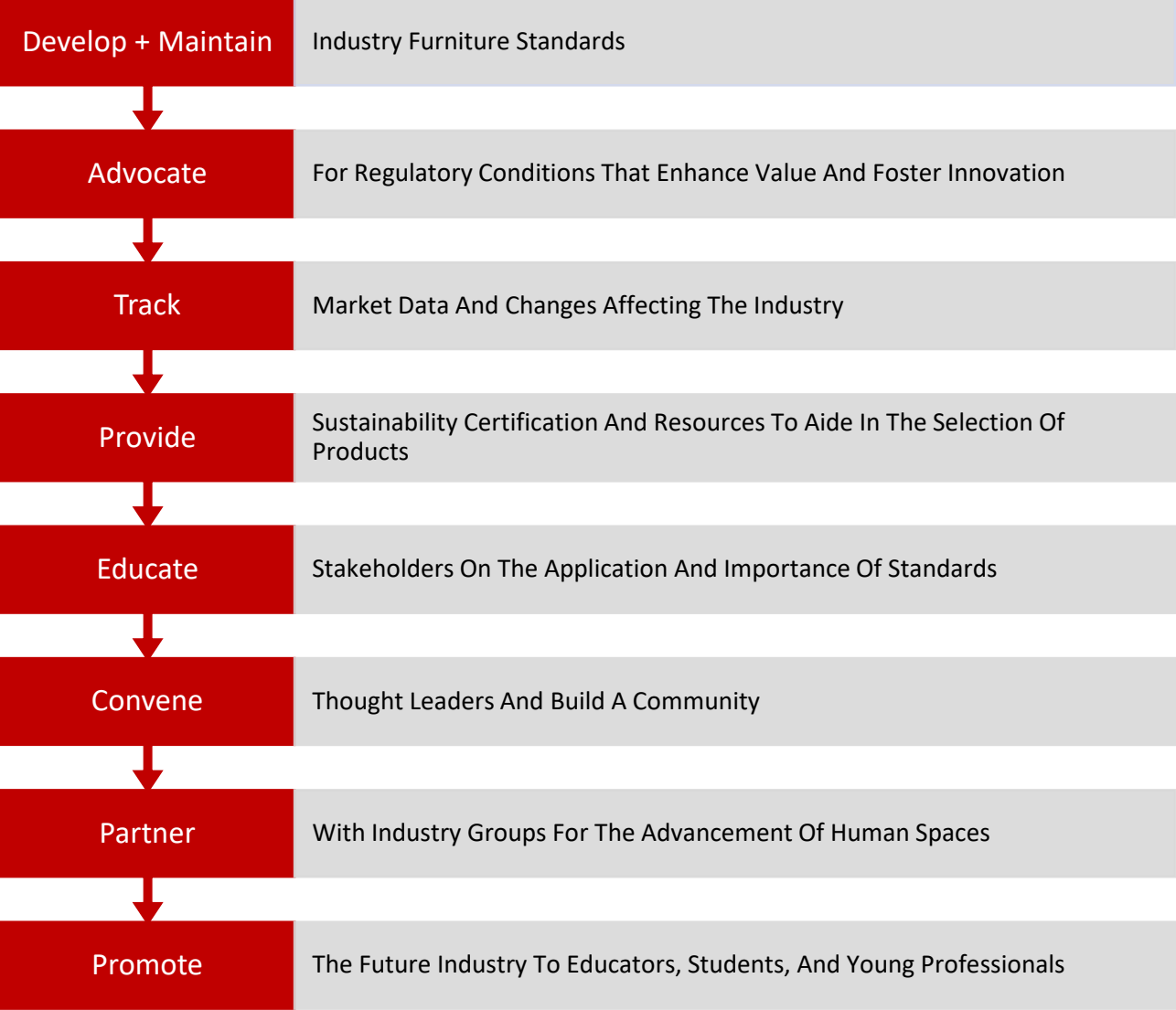


BIFMA is best known in the industry as the *definitive source of industry furniture standards* that measure the safety, durability and sustainability performance .

- Certified ANSI Standards Developer
- Accredited by ANSI as the Administrator for the US Technical Advisory Group to ISO: Technical Committee 136 covering all Furniture.

Mission Expands

BIFMA





02

e3 Standard

Overview

Why Did We Do It?

Setting the Bar for Sustainability

- e3 standard becomes the preferred path
- Self-regulation with credibility through ANSI Process

Tailored for Industry

- Regulators supported development
- Focus client demands


Continuous Improvement

- LEVEL® is in 5th iteration





Single attribute vs.
Multi-attribute standards



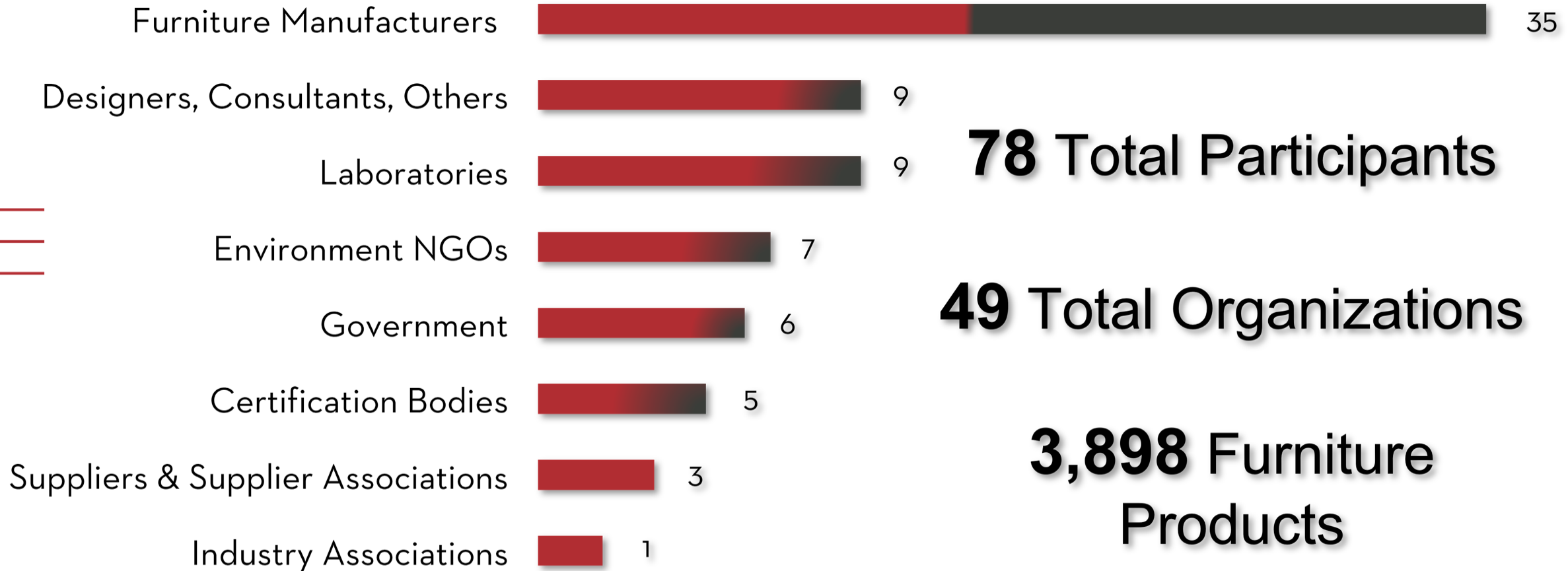
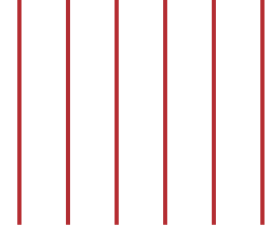
How will the furniture industry influence sustainability?

Market Drivers

- USGBC – LEED Building Certification
- IWBI – WELL Building Certification
- ILFI – Living Building Challenge
- Cradle 2 Cradle – Product Certification
- General Services Administration – Green Purchasing
- EPA – Green Labels
 - <https://www.epa.gov/greenerproducts/recommendations-specifications-standards-and-ecolabels-federal-purchasing>



ANSI Process



78 Total Participants

49 Total Organizations

3,898 Furniture Products



How e3 Works

Categories

1. Product
2. Manufacturing Facility
3. Organization

Impact Areas

1. Environmental Impact
2. Health & Wellness Impact
3. Social Impacts

LEVEL vs. e3

LEVEL certifies conformance to the ANSI/BIFMA e3 Furniture Sustainability Standard



e3 is like the textbook—LEVEL is like the score of your final exam



3rd Party Certification

Provides

Consumer trust

Institutional Credibility

Quantifiable Impact

Eliminates

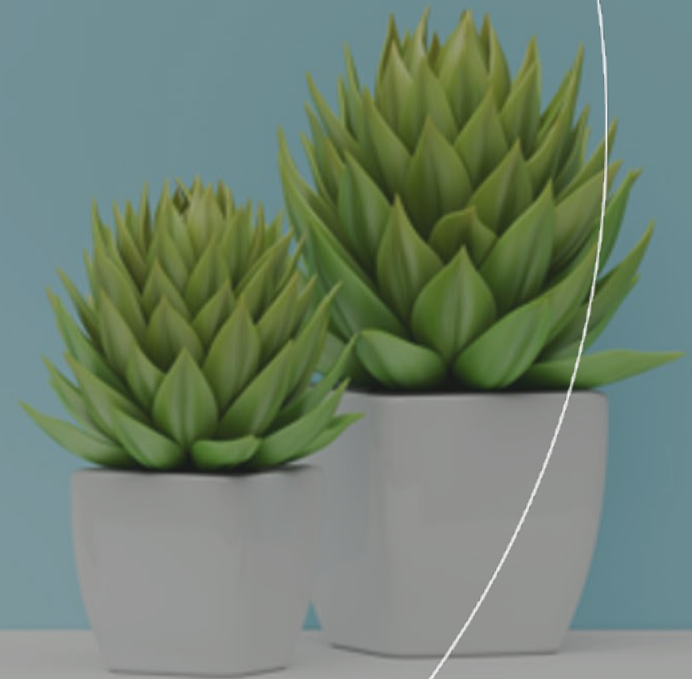
Uncertainty

Misinformation

Baseless Claims

03 LEVEL[®] by BIFMA

Breakdown



LEVEL[®] by BIFMA

- e3 Furniture Sustainability Standard
- 3rd Party Certification
- LEVEL[®] Registry of Certified Products



Aligned with



LIVING
BUILDING
CHALLENGE

How LEVEL[®] Works

Categories

1. Product
2. Manufacturing Facility
3. Organization

Impact Areas

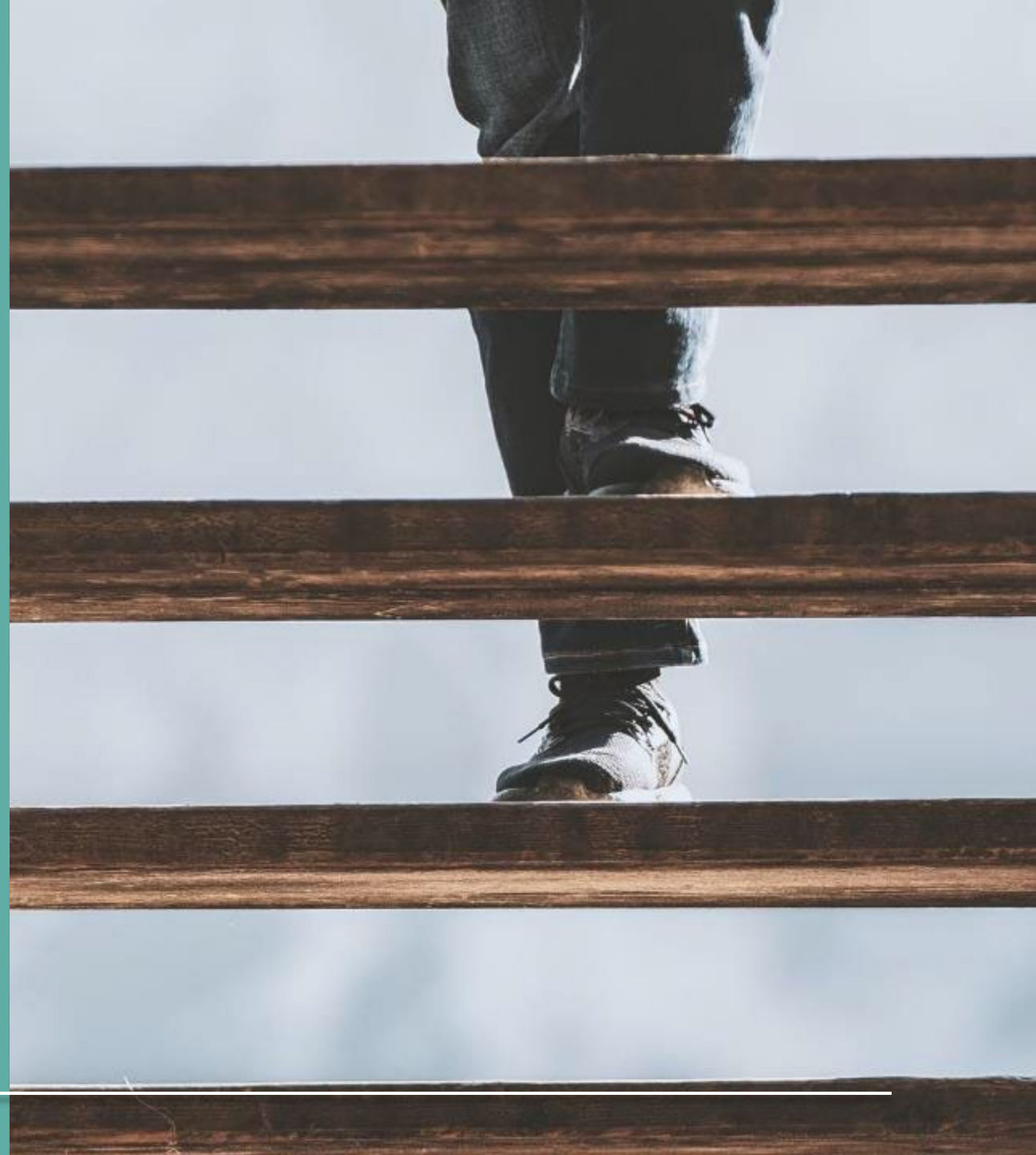
1. Environmental Impact
2. Health & Wellness Impact
3. Social Impacts

The Process

1 Complete Prerequisites

2 Evaluate Credits

3 Receive Points



Complete Prerequisites

**Environmental
Impact**

**Health & Wellness
Impact**

**Social
Impact**

**Energy &
Environmental Policy**

**Design for
Environment**

**Key Chemical & Risk
Policies**

**Demonstration of
Compliance**

**Low Emitting
Furniture**

**Employee Health &
Safety**

**Labor & Human
Rights**

Community Outreach

Environmental Impact

Climate Change

- Energy Management
- Embodied Energy
- LCA & EPD

Supply Chain

- Biobased
- Certified forests
- Recycled content

Circular Economy

- Repair/retrofit
 - Extended product responsibility
-

New! with LEVEL® 2019

Industry-wide impact baseline

Credit for EPDs*

Optimized sourcing

Responsible packaging

ISO LCA Alignment

New! with LEVEL® 2019

Low emitting – prerequisite

Targeted chemical elimination

Chemical assessments

Chemical disclosure

Ergonomic Credit

GreenScreen® Alignment

Practice Greenhealth Alignment

Health & Wellness Impact

Chemical Assessment & Transparency

- Annex B
- Greenscreen
- Health Product Declarations
- Declare

Targeted Chemical Elimination

- PVC, flame retardants, heavy metals
 - Aligned with Practice Green Health
-

Social Impact

Employee Programs

- Wellness Program
- Volunteer Program

Social & Environment Impact Assessment

Supplier Assessment

- Self-assessment tool
- Assessing high-risk suppliers

New! with LEVEL® 2019

Community engagement

Wellness programs

Disaster Preparedness

Assess supplier risk

Pursuit of Benefit Corporation



Receive Points

Conformance Tiers



Total Points (min/max)

32 - 48

49 - 68

69 - 111

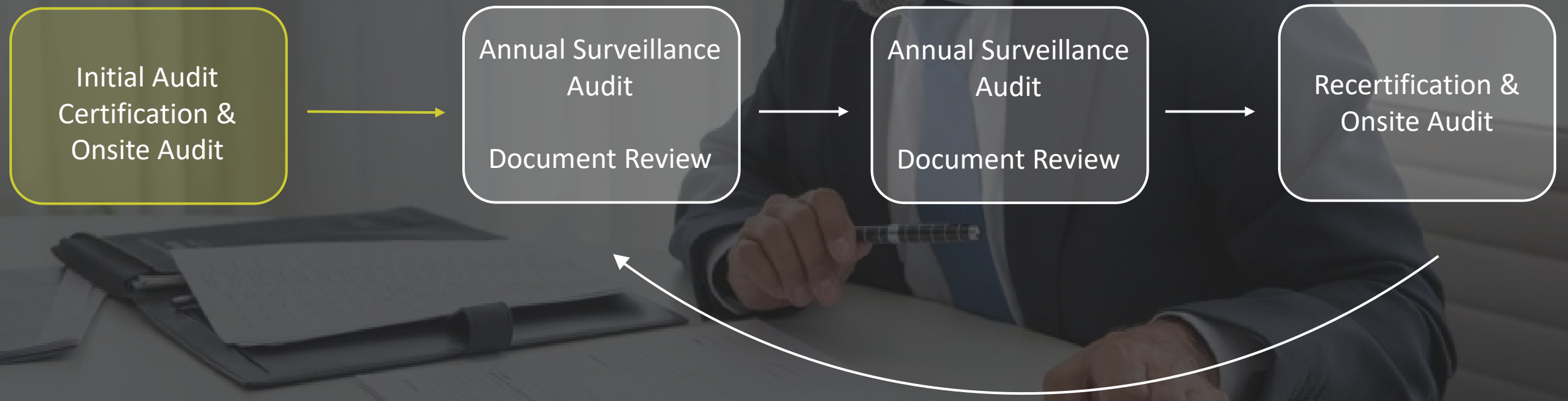
Product Related Points

5

16

26

LEVEL[®] Audit Cycle 3 Year



Certification Strategies

Evaluate Product
Portfolio

Group Products

Best & Worst
Cases

Identify Qualifying
Programs

Review Scorecard
& Target Points

Registry Features

- Search Capabilities
- Direct Links to Product Data Sheets
- Create a Project
- Link Products to Project
- Updated Monthly



[BIFMA.org/mpage/
levelcertifiedproducts](https://BIFMA.org/mpage/levelcertifiedproducts)



LEVEL® Registry

LEVEL Presentation Example

Get PDF

Project Zip / Postal Code 90210

Project Overview

Total Cost	\$500.00
Allsteel Inc. #19®	\$100.00
Bernhardt Design CR4	\$100.00
Global Furniture Group 2gether	\$100.00
Humanscale 6G	\$100.00
Steelcase Inc. Answer™ Beam	\$100.00

LEED®v4 ID+C: CI

Materials and Resources: Building product disclosure and optimization - environmental product declarations (MR c3)	0.25 products contribute
Materials and Resources: Building product disclosure and optimization - sourcing of raw materials (MR c4)	\$208.00
Materials and Resources: Building product disclosure and optimization - material ingredients Opt-1 (MR c5 Option 1)	2 products contribute
Materials and Resources: Construction and demolition waste management (MR c5)	Some products contribute
Indoor Environmental Quality: Low emitting materials (EQ c2)	\$300.00

Project Planning Tool



Allsteel Inc. #19®

Category Seating
Subcategory Conference/Executive

The #19 work chair is the sum expression of 18 integral parts – each one custom designed – plus one equally integral human being. It began with you: how you sit, move, work, adjust, and recline. So it moves naturally with you, keeps you supported in every position, and makes you comfortable throughout the day, which means you can stay focused on ideas and concentrate on work. #19 is made from 100% recycled aluminum, 88% of the materials used in its manufacture are recyclable, and Allsteel will voluntarily reclaim any #19 chair that's no longer useful.

hide details

General Information

Contact Email	MolineC@hnicorp.com
Contact Name	Courtney Moline
Contact Phone	563-299-6804
Contact Title	Customer Support
GSA Contact Email	CUSTOMERSUPPORT@ALLSTEELOFFICE.COM
GSA Contact Name	Allsteel Customer Support
GSA Contact Phone	888-255-7833
GSA Contact Title	Customer Support
Product Page	External Link go

LEVEL Certification

BIFMA LEVEL® Certificate Number and Link to Document	LEVEL 2 (SCS-SCF-02310) Certified by SCS Global Services valid 2020-02-16 to 2023-02-15
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Quantity (EA)	1
Unit Price (\$)	\$100.00
Extended Price	\$100.00

LEED®v4 ID+C: CI

Materials and Resources: Building product disclosure and optimization - environmental product declarations (MR c3)	Contributes as 0.25 products
--	------------------------------

Product Page

Product Impact

2,300+
Underwent
Chemical
Assessments

3,500+
Supply Chains
Assessed (High
Risk)

3,400+
Designed for
Recycling

27
Extended Product
Responsibility
Program

1200+
Targeted
Chemical
Elimination

988
Life-Cycle
Assessment

A photograph of a wooden desk with a laptop, a white coffee cup, a pen, and some papers. A white circular graphic element is overlaid on the image, framing the text.

03

Market Impact

Using LEVEL[®] in the marketplace

Digital Transformation

- Customers (B2B And B2C) Have Already Shifted Their Behavior And Expectations
- Growing Confidence In New Digital Channels
- Digital First (Pricing, Availability, Fulfillment) Models Required To Lead The Sector





Environmental and Social Governance

- Product Carbon Footprint
- Increased Demand For Chemical Transparency
- Product End Of Life- Circular Economy
- Equitable And Inclusive Business Practices And Experiences
- PFAS/Chemical Regulations



Preparing for Gen Z

Zoomers 1995-2015

- Work More Casually And Are Not Bound By The Clock
- Comfortable With Ambiguity And Don't Seek Structure
- Prefer Options And Unique Work Experiences
- Do Not Depend On Conversation And Lean Into Ims, Texts, And Email
- Value Work Life Balance, The Environment, and Culture Where They Work
- Civic Minded
- Save Money Starting At An Early Age
- Willing To Make Career Based On A Company ESG Performance
- More Likely To Align Purchasing Decisions With Companies That Share Their Concerns And Are Making A Difference



Connected Information



LEVEL® Registry

LEVEL Presentation Example

Get PDF

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Product Page

Green Product Data Drives SFTool Product Search

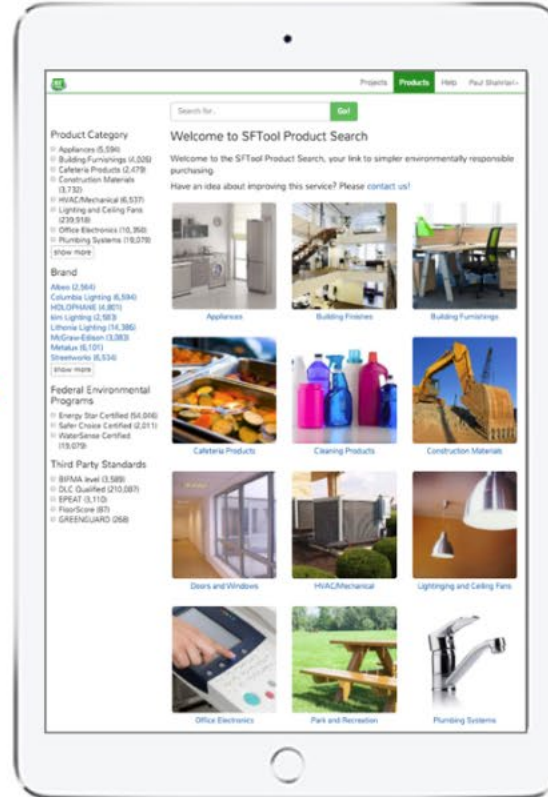
Federal Programs



Third Party Ecolabels/Certifications



Manufacturer Provided



<https://sftool.ecomedes.com>

- Largest Curated Database of Federally Compliant Products in the marketplace
 - 15+ Product Categories
 - 4,500+ Brands
 - 20+ Ecolabels/Certs
 - 100s of product performance attributes
 - 150,000+ Products
 - Updated Monthly
- FREE Project/Procurement Documentation Tool
 - Open to any user that would like to improve their buildings

CLIMATE
PLEDGE
FRIENDLY



1-48 of over 6,000 results for "office chair"

Eligible for Free Shipping

Free Shipping by Amazon

All customers get FREE Shipping on orders over \$25 shipped by Amazon

Climate Pledge Friendly

Climate Pledge Friendly

Department

Office Chairs

Home Office Desk Chairs

Office Chairs & Sofas

Managerial Chairs & Executive Chairs

Gaming Chairs

Computer Gaming Chairs

Video Game Chairs

See All 23 Departments



HON Volt Armless Task Chair, Black

★★★★☆ ~ 125

-6% \$209⁶³ ~~\$224.00~~

Get it as soon as **Mon, Aug 8**

FREE Shipping

Only 17 left in stock - order soon.

Climate Pledge Friendly

More Buying Choices

\$206.02 (13 new offers)



Steelcase Leap Office Chair, Black Frame and Buzz2 Black Fabric

★★★★☆ ~ 638

-28% \$1,121³⁶ ~~\$1,550.00~~

prime Get it as soon as **tomorrow, Aug 6**

FREE Shipping by Amazon

Climate Pledge Friendly

Black

HON Volt Armless Task Chair, Black

★★★★☆ ~ 125

-6% \$209⁶³ ~~\$224.00~~

Get it as soon as **Mon, Aug 8**

FREE Shipping

Only 17 left in stock - order soon.

Climate Pledge Friendly



Climate Pledge Friendly

Climate Pledge Friendly uses sustainability certifications to highlight products that support our commitment to help preserve the natural world. Time is fleeting. [Learn more](#)

PRODUCT CERTIFICATION (1)



BIFMA LEVEL

LEVEL[®] in the Marketplace



22

Guideline References, Best Practices, & Building Certifications

21

Government & International Organizations Specify Level

12

Databases/Registries

Full list of international standards & agreements available at BIFMA.org

As of July 2021



®

The sustainability certification program for furniture

LEVEL by **BIFMA**

Simplify standard

- Reduce credits while meeting market demands
- Focus on sustainable results and outcomes versus participation

Align with ESG where appropriate

- Specifically, environment and social reporting metrics

Maintain a reasonable entry level for small & newcomers

Ensure e3 2024 maintains alignment with industry demand

- Chemical data collection, assessment, optimization
- Embodied carbon calculations
- Circular economy practices

Provide greater clarity in certification levels

- LEVEL 1 signals a minimum achievement of X
- LEVEL 2 signals achieving a minimum Y
- LEVEL 3 signals achieving a minimum Z

Industry Wide Chemical & Environmental Data Collection

Solve for Two Needs

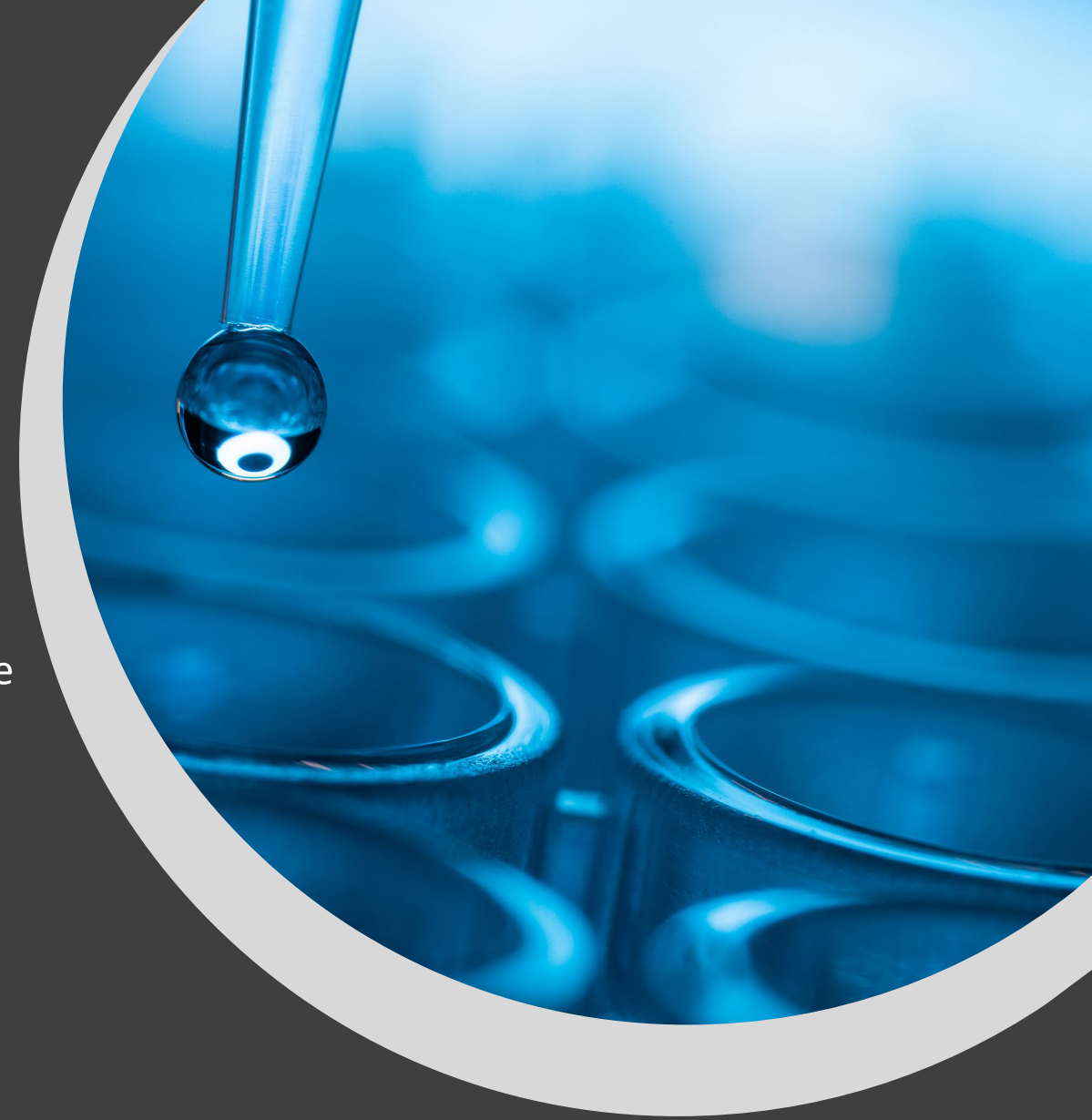
1. Baseline data for an industry wide carbon response
2. Material chemical disclosure from suppliers

Approved Proposal

- BIFMA sponsored chemical and environmental impact database

Benefits

- Eliminate duplicative requests
- Consistent information, one source
- Common assessment tool
- Maintain confidentiality





BIFMA

The North American Furniture Trade Association

Setting the Standard since 1973

BIFMA

BUSINESS + INSTITUTIONAL FURNITURE
MANUFACTURERS ASSOCIATION