



# GREENleaders

## Certified Sustainability Training

This industry first, 6-hour exam course was developed in conjunction with the Sustainable Furnishings Council, the #1 organization in green home furnishings with board members including ranking staff of World Wildlife Fund, Rainforest Alliance, and one of the co-founders of the USGBC. This is the most comprehensive training program available, providing manufacturers, retailers, reps and designers with the knowledge and certification to differentiate themselves as experts in sustainability. Written by an accredited LEED AP. The course qualifies for 6 ceu.

### 1 The Case for Sustainability

This module provides grounding in the environmental issues related to home furnishings, including the factual basis for climate change, indoor air quality, toxic waste, and water conservation. Source documents are public records such as the U.N. IPCC 4<sup>th</sup> Assessment Report and the U.S. EPA, translated from technical jargon into easily understood concepts with common references.

### 2 Knowing Green Consumers

This module provides insight into the current thinking of consumers who have purchased home furnishings recently based on a national survey. Topics include preferred terminology, hot button issues, level of concerns, purchase interest, price sensitivity, and perceived obstacles. Learn why consumers do what they do, and what you need to know to be effective with your marketing and sales efforts.

### 3 Sourcing Green Products

This module provides detailed descriptions of the differences between available options in the components that go into home furnishings, including certified wood, rapid renewables, commercial harvests, recycled/recyclable content, low VOC finishes, bio hybrid cushioning, vegetable-tanned leathers and organic textiles. Learn what to look for, what to avoid, and how each option relates to different environmental issues.

### 4 Making Green Sales

This module answers the questions most commonly asked by customers in simple, compelling ways. What's the difference between green and sustainable? Who's interested, and when will they start asking for it? How much are they willing to pay? What does it say about your regular products? Why should you buy now, and can it make a difference? Learn how to initiate, advance and close a green sale among ordinary customers.

### 5 Designing Green Interiors

This module covers other aspects of interior design not specifically treated in other modules, including wall paint, window treatments, flooring, carpeting and samples. Learn how to make educated recommendations on these other important elements in a commercial space or in the home, whether you are specifically tasked with that or not.

### 6 Operating Green Showrooms

This module provides recommendations on ways of reducing expense and carbon footprints in running a commercial space, with many of the ideas relevant to residential settings as well. Learn tips and tricks for energy conservation, lighting, cooling, and recycling, with exact methods of calculating cost and carbon savings.





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### FREE WEBINAR SAMPLE

To find out more, you are encouraged to attend a free 45 minute sample webinar. You will receive valuable information that you can apply in your own business immediately, and also a much better understanding of what the entire program has to offer. All you need is a computer and a phone.

**MON Aug 31 at 2pm EST Call 919-967-1137 for free registration**

### WEBINAR REGISTRATION FORM

GREENleaders is being offered online as a series of six 1-hour webinars for \$299. All you need is a computer, internet access and a phone. There will be a 10-question exam that will need to be completed online within 30 minutes after each module. Passing participants will receive a Certificate of Course completion, business cards, a listing on the SFC web site, and a free copy of the latest edition of the SFC Green Furnishings Consumer Study. Participants then must become full members of the Sustainable Furnishings Council at a 25% discount on first year dues entitling you to logo use, a live link in the SFC searchable database, ongoing education, and other special discounts and offers.

For a full list of member benefits, visit [www.sustainablefurnishings.org](http://www.sustainablefurnishings.org)

### GREENleaders Webinar Series

Dates	<input type="text" value="Wednesdays – Sep 2, 9, 16, 23, 30 Oct 7"/>	Times	<input type="text" value="2 to 3 pm EST"/>	Mail or call in with \$299 payment to:
Name	<input type="text"/>	Phone	<input type="text"/>	SFC
Company	<input type="text"/>	Email	<input type="text"/>	PO Box 205
Address	<input type="text"/>	Primary Business:		Chapel Hill, NC 27514
	<input type="text"/>	Manufacturer	<input type="checkbox"/>	Ph/Fx: 919-967-1137
City	<input type="text"/>	Retailer	<input type="checkbox"/>	Payment Type:
State	<input type="text"/> Zip <input type="text"/>	Designer	<input type="checkbox"/>	Check (incl) <input type="checkbox"/>
Signature	<input type="text"/>	Other (specify) <input type="text"/>		Credit Card # <input type="text"/>
				Expiration Date <input type="text"/>



**sustainable**  
FURNISHINGS COUNCIL