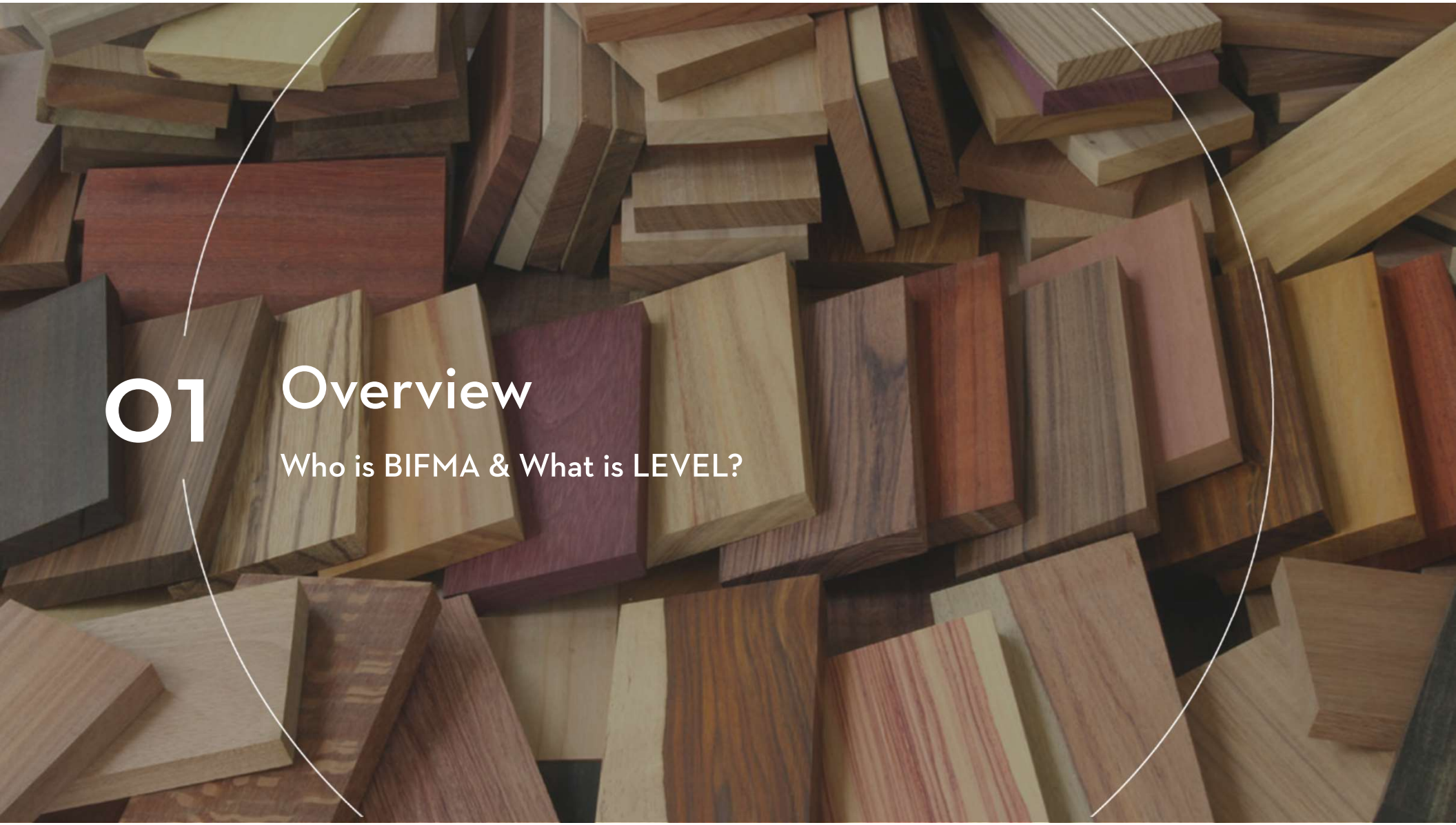
level
LEVEL® by BIFMA

Agenda

1. Overview
2. LEVEL® by BIFMA
3. Market Impact
4. LEVEL® Registry



01 Overview

Who is BIFMA & What is LEVEL?

BIFMA

Representing the furniture industry since 1973

What We Do

1. Develop & maintain product standards
2. Provide resources & outreach to design, customer, and education communities
3. Support members with educational programming & resources
4. Advocate legislative & regulatory industry advancement

Engineering & Sustainability Standards • Industry Reports & Forecast • LEVEL® Sustainability Certification • Leadership Events • BIFMA Compliant® & LEVEL® Product Registries • Continuing Education • Speakers Bureau

LEVEL® by BIFMA

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

Aligned with

GSA LEED WELL LIVING BUILDING CHALLENGE

Why Did We Do It?

- Be proactive & set the bar high
- Tailored to the industry
- Invited regulators to the table to solve problems
- Set an industry measuring stick to stop greenwashing.
- Meet market demand.

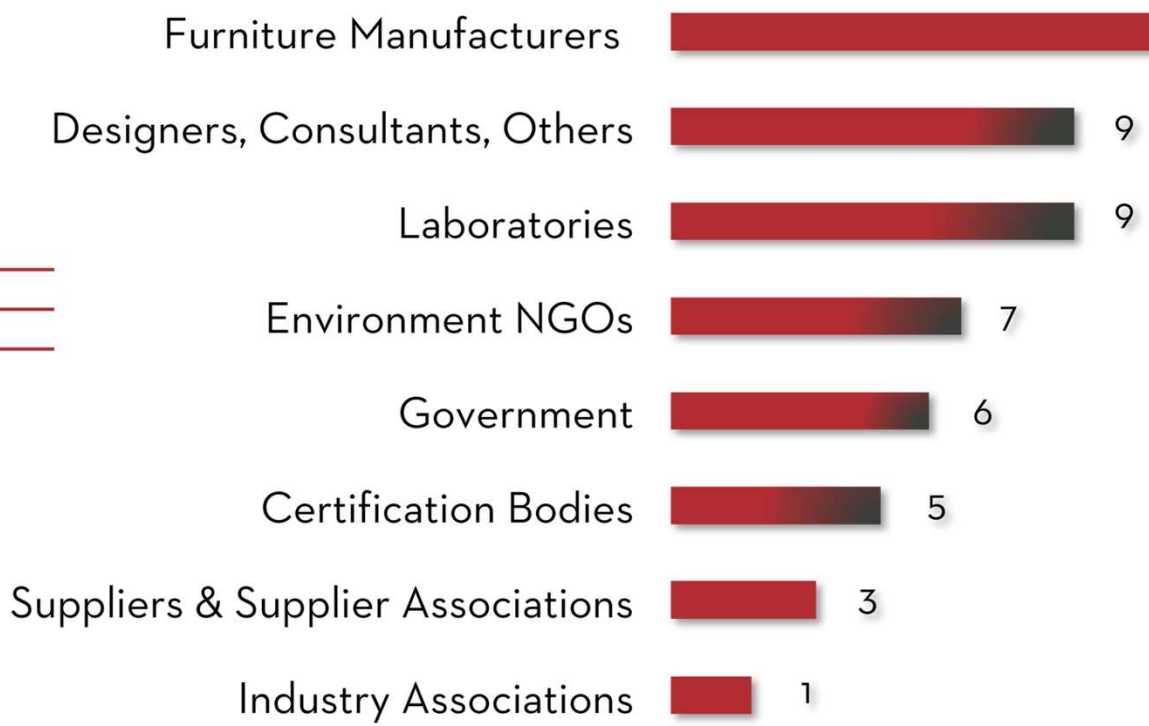
Continuous Improvement

- LEVEL® is in 4th iteration—*already!*

ANSI/BIFMA e3 Furniture Sustainability Standard

- Created 2010
- Current Revision 2019
- Multi-Attribute (basis for LEVEL® certification)
  - Environmental, Health & Wellness, and Social Benefits

ANSI Process



78 Total Participants

49 Total Organizations

3,898 Furniture Products

02 LEVEL® Certification

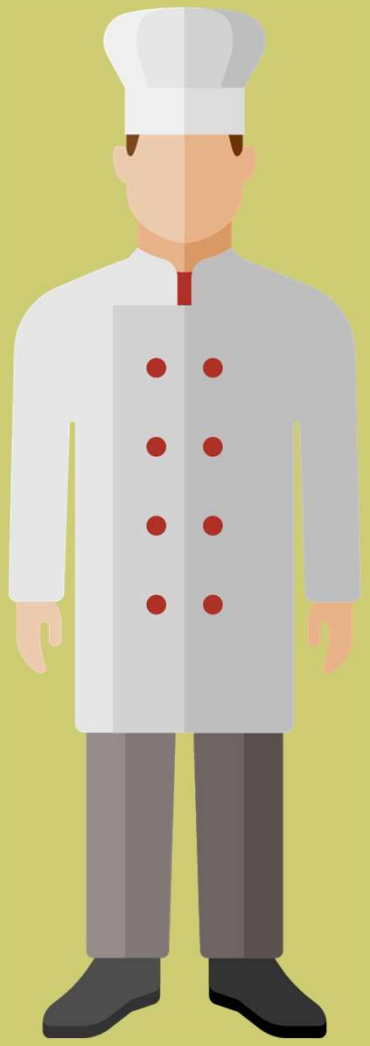
What LEVEL® Measures & How it's Evolved

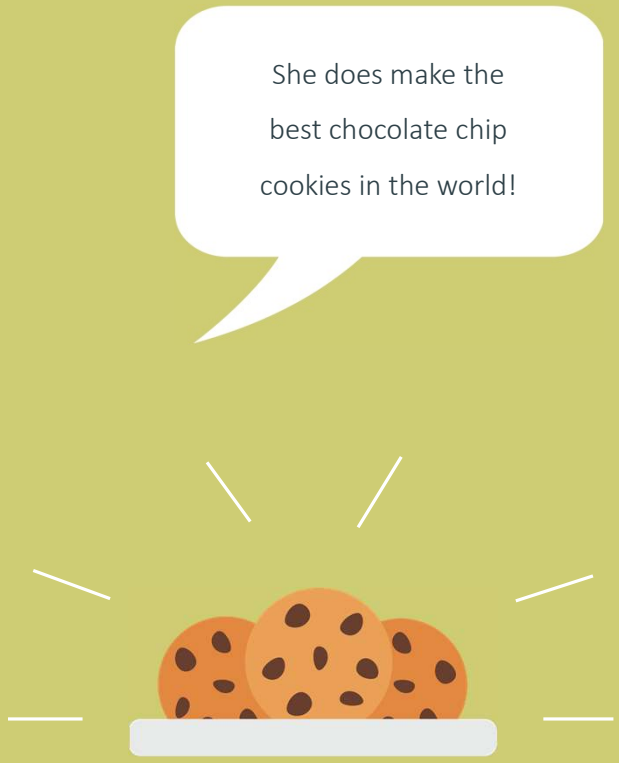
First-party Claim

Baker

Second-party Claim

Flour vendor





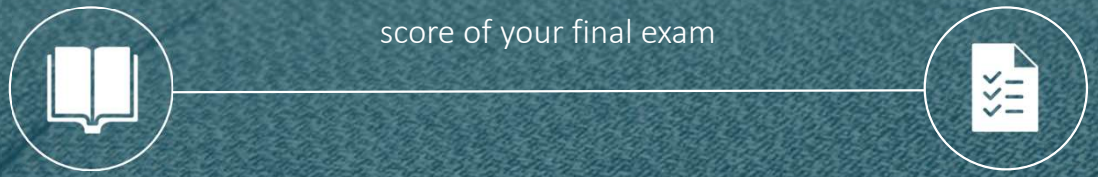
Third-party Claim

Food Network Star

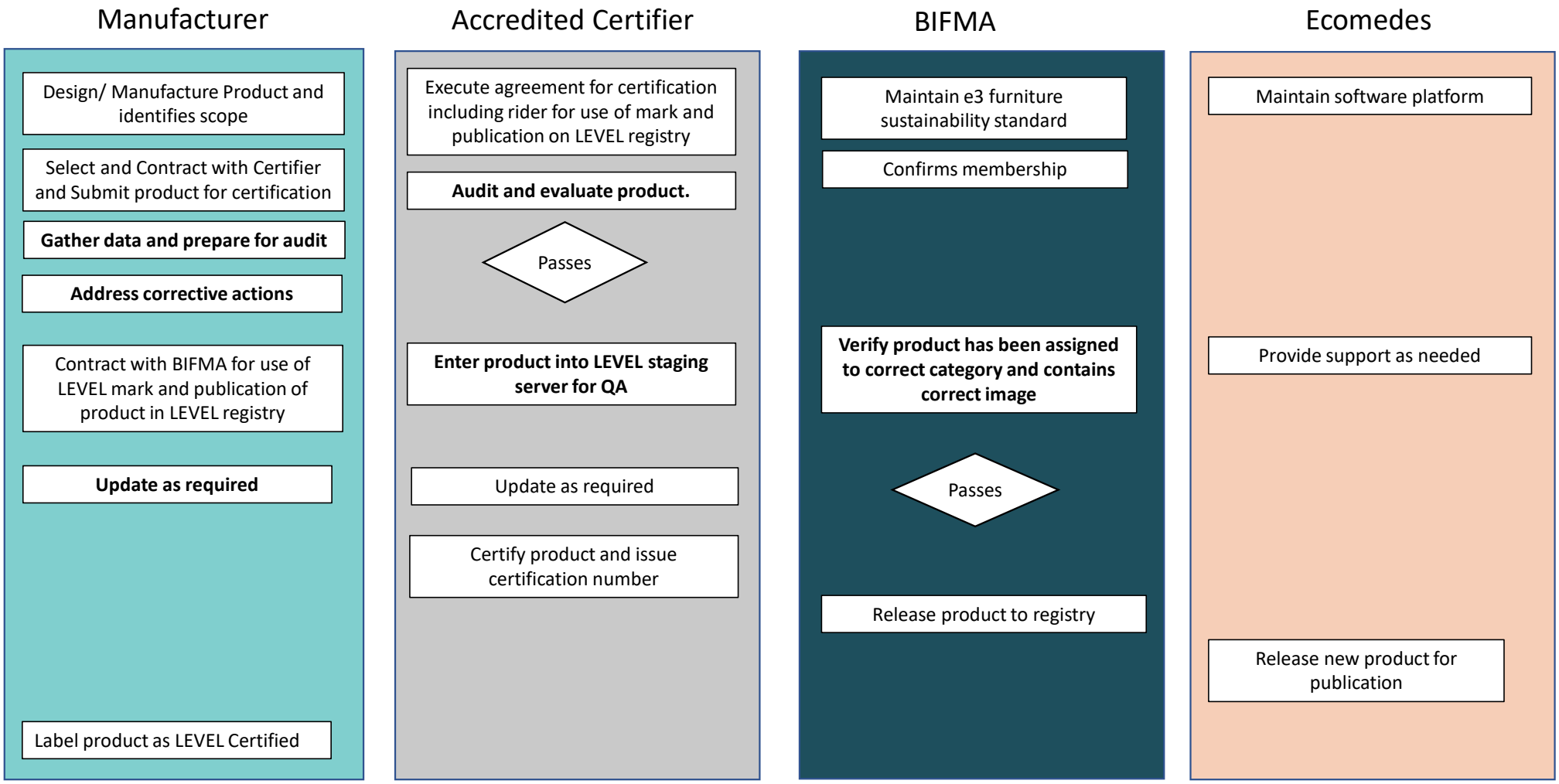
LEVEL vs. e3

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



Certification Process



3rd Party Certification

Provides

Consumer trust

Institutional Credibility

Quantifiable Impact

Eliminates

Uncertainty

Misinformation

Baseless Claims

How LEVEL® Works

Categories

1. Product
2. Manufacturing Facility
3. Organization

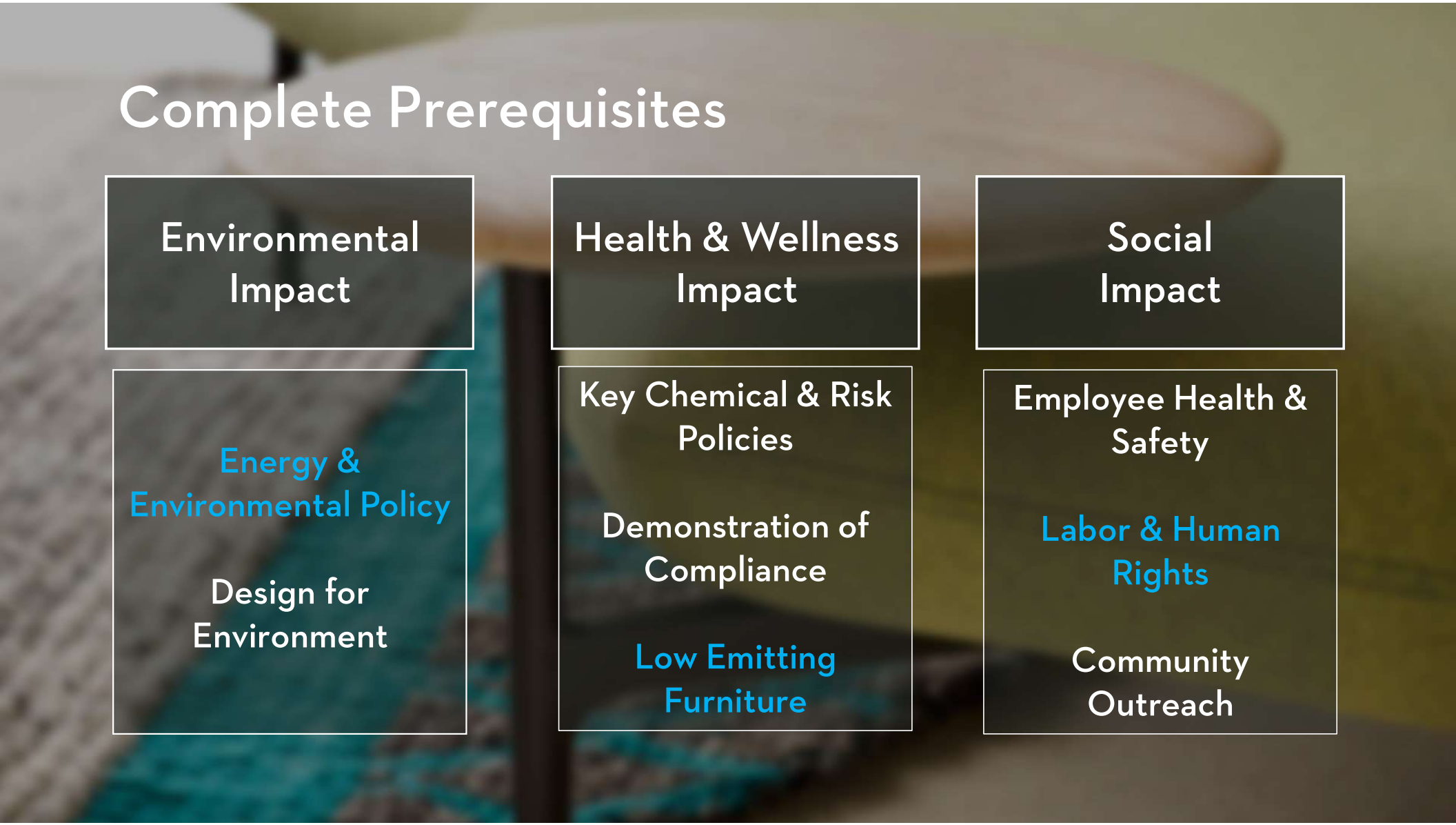
Impact Areas

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

LEED • WELL • Living Building Challenge • GSA • Build for Design • EPA

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

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

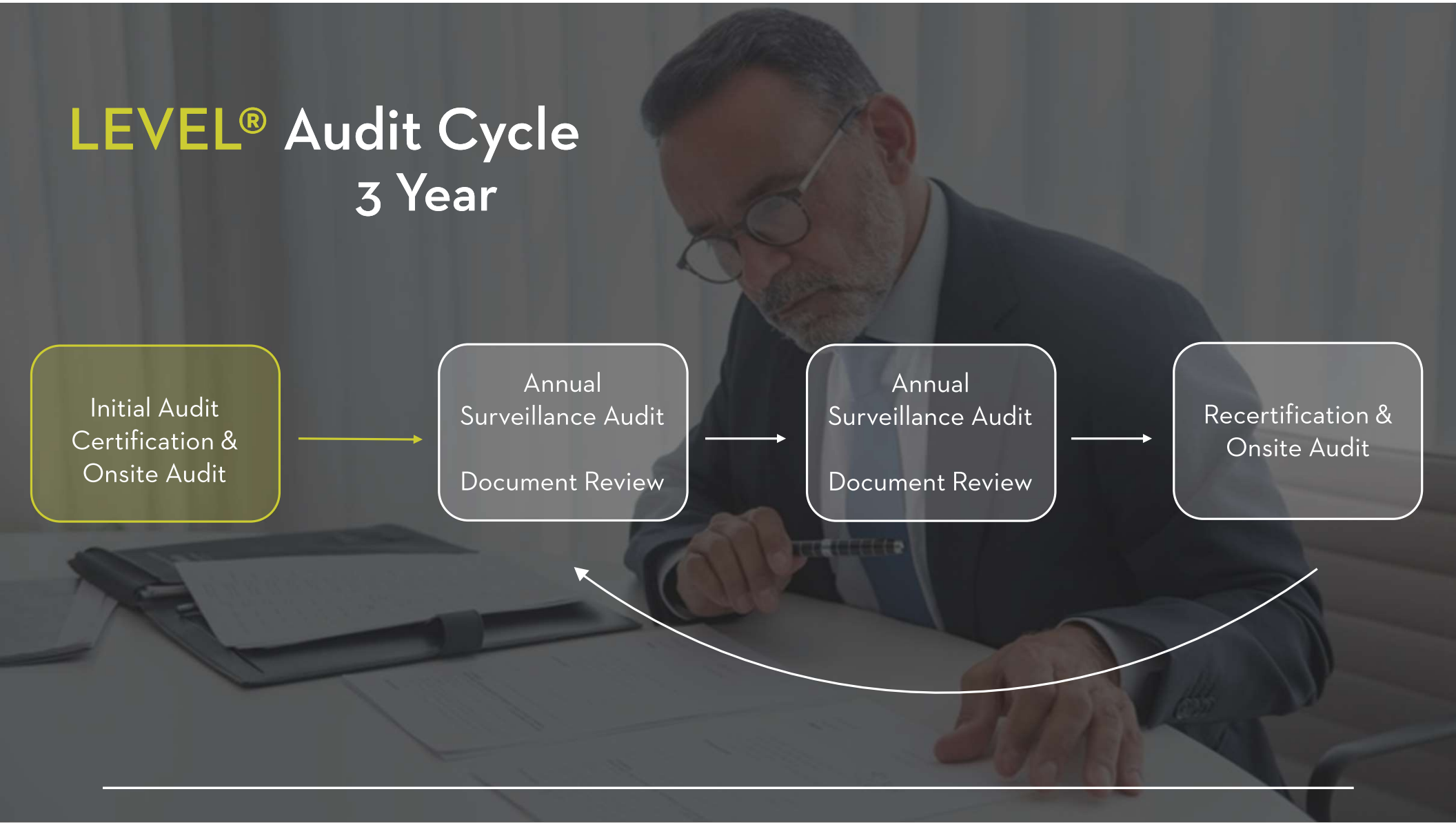
Supplier Assessment

- Self-assessment tool
- Assessing high-risk suppliers

Receive Points

Conformance Tiers	Total Points (min/max)	Product Related Points
level 1	32 - 48	5
level 2	49 - 68	16
level 3	69 - 111	26

LEVEL® Audit Cycle
3 Year



03 Market Impact

Value in the Marketplace

LEVEL® in the Marketplace

22 Guideline References, Best Practices, & Building Certifications

21 Government & International Organizations Specify Level

12 Databases/Registeries

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

As of July 2021

Specific Stakeholders

LEED/WELL/Living Building Challenge

US General Services Administration (GSA)

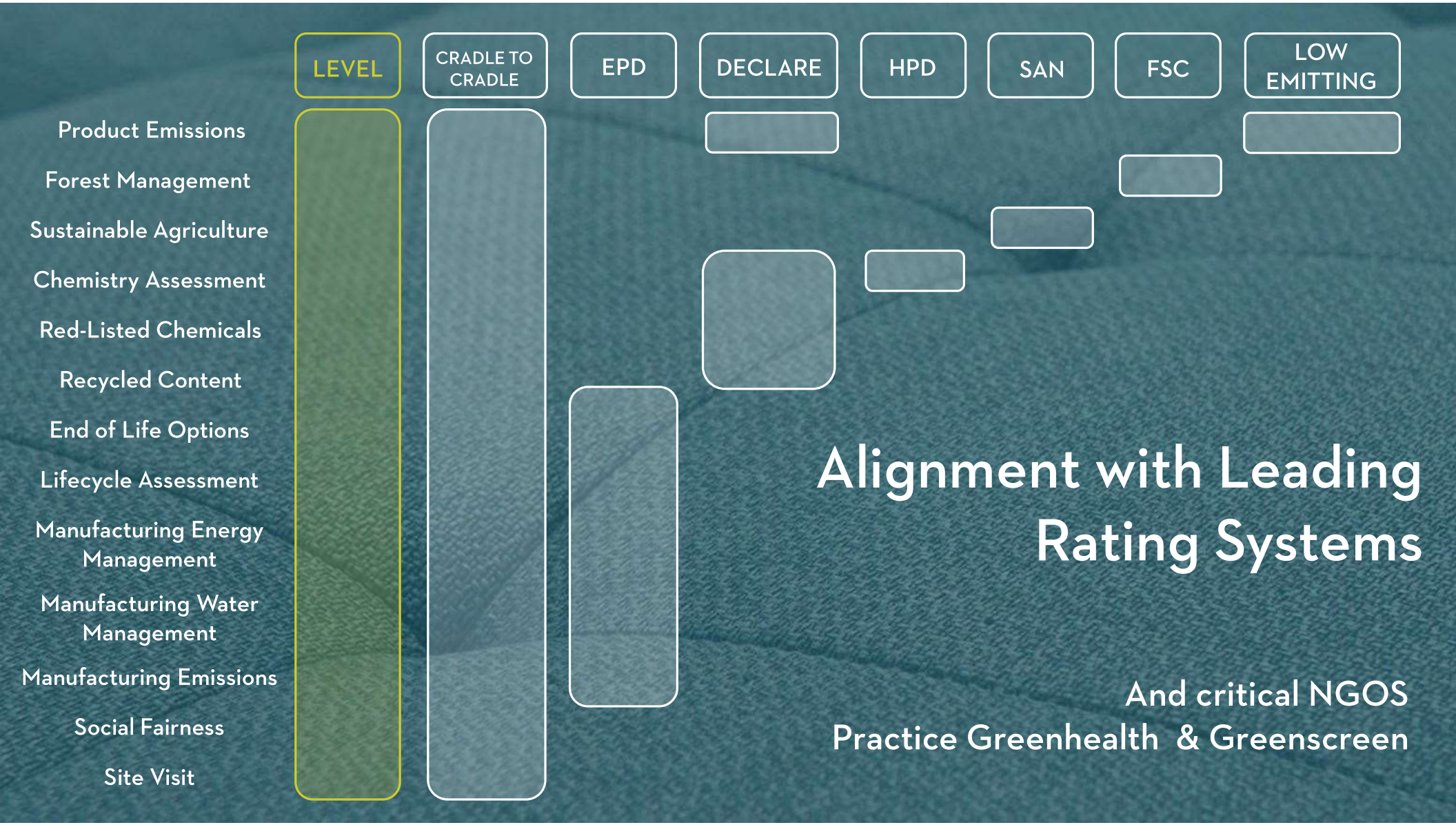
India Government Procurement

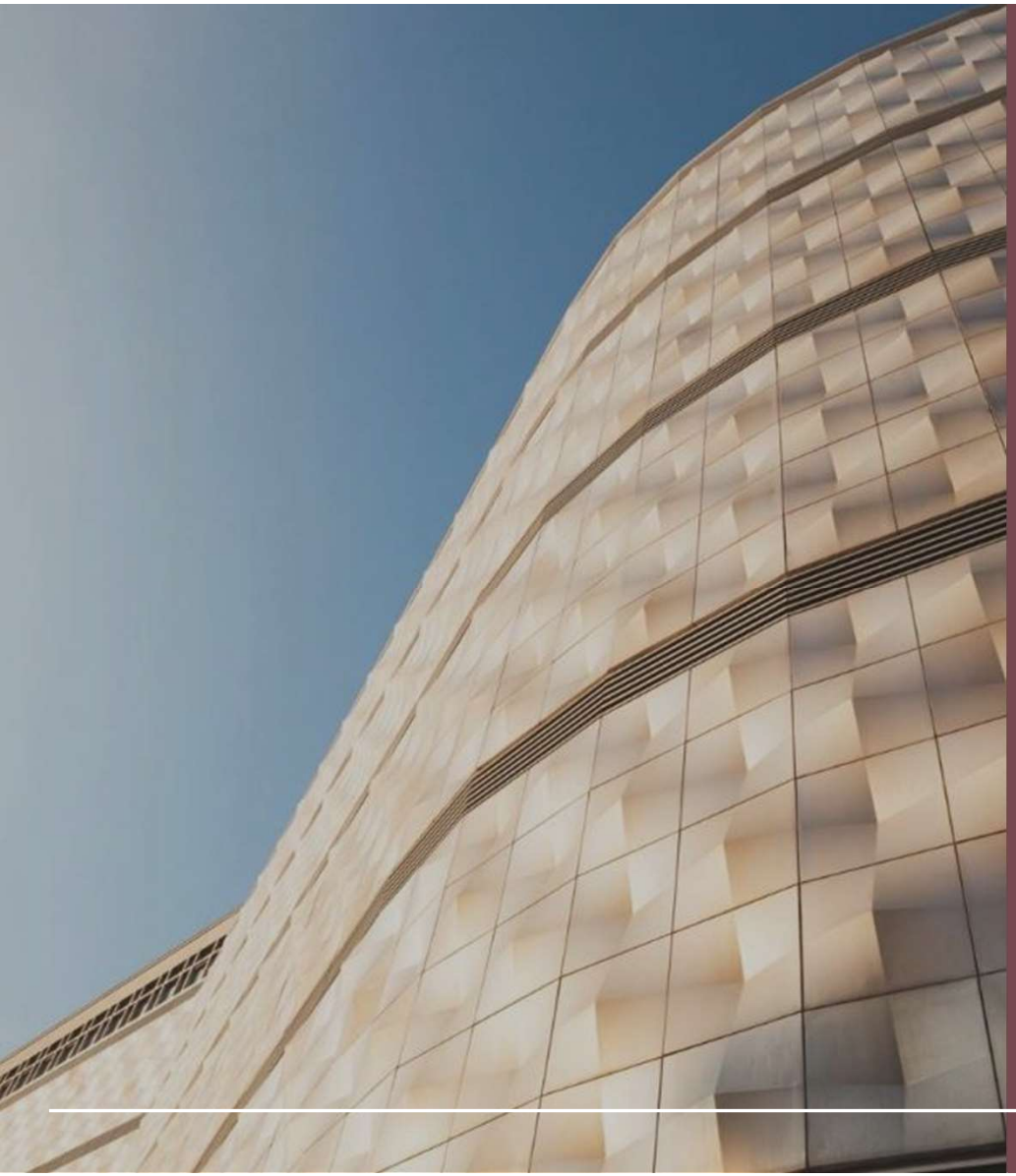
State of California Procurement

World Bank

GSA SF Tool

ASHRAE 189.1

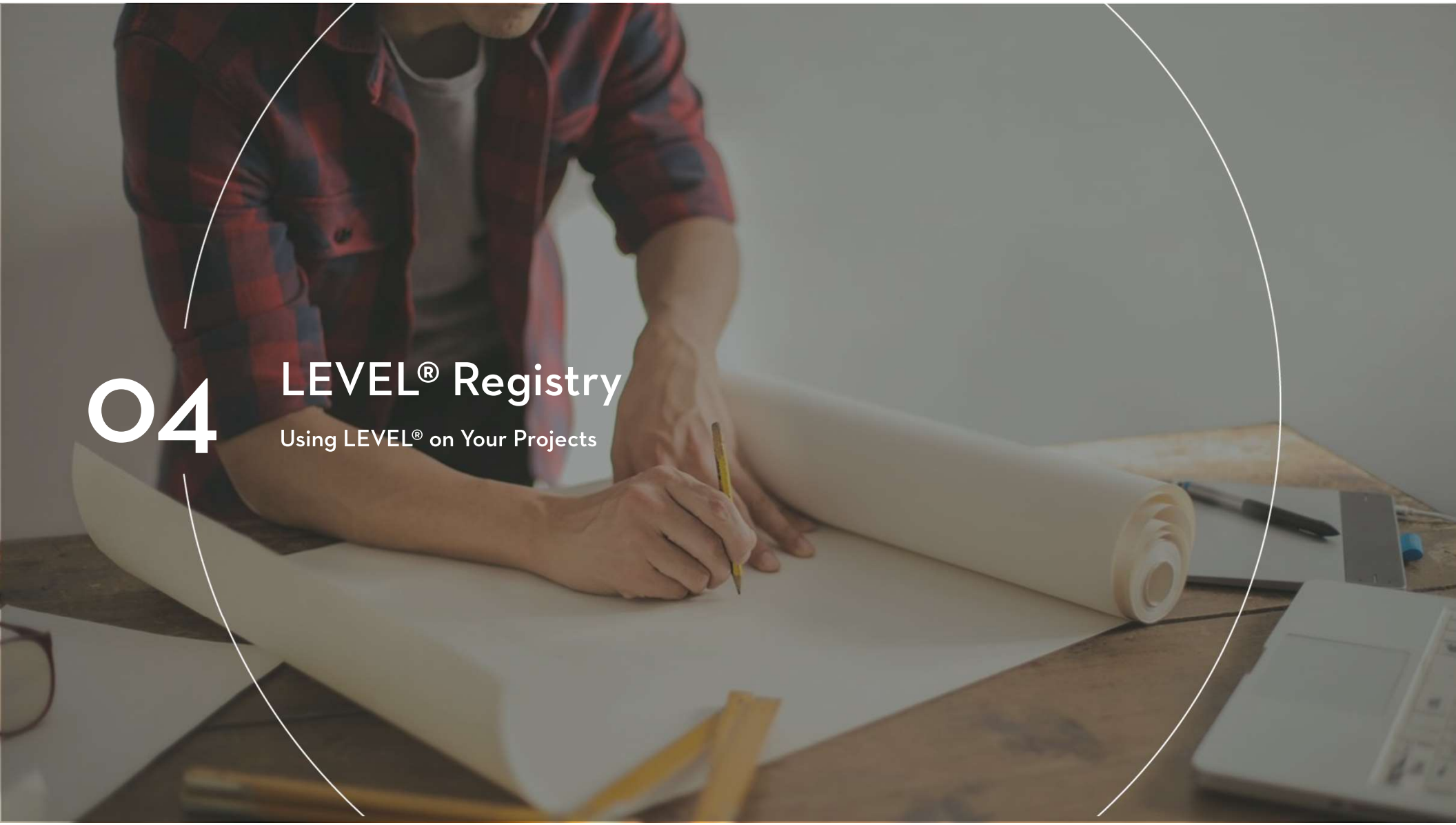

LEVEL
CRADLE TO CRADLE
EPD
DECLARE
HPD
SAN
FSC
LOW EMITTING
Product Emissions
Forest Management
Sustainable Agriculture
Chemistry Assessment
Red-Listed Chemicals
Recycled Content
End of Life Options
Lifecycle Assessment
Manufacturing Energy Management
Manufacturing Water Management
Manufacturing Emissions
Social Fairness
Site Visit
Alignment with Leading Rating Systems
And critical NGOS
Practice Greenhealth & Greenscreen



Supported Credits

- Credit 6.2.2
- Credit 6.2.3
- Credit 6.3.2
- Credit 6.3.3.1
- Credit 6.3.3.2
- Credit 6.3.4.1
- Credit 6.3.4.2
- Credit 6.6.2.2
- Credit 6.7.3
- Credit 6.7.4
- Credit 6.7.5
- Credit 7.4.2
- Credit 7.5.1.1
- Credit 7.5.1.2
- Credit 7.5.1.3
- Credit 7.5.2.2
- Credit 7.5.2.3
- Credit 7.5.3
- Credit 7.6.1
- Credit 7.6.2
- Credit 7.6.3

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



04 LEVEL® Registry

Using LEVEL® on Your Projects

Registry Value

Free to Buyers & Public

www.levelcertified.org

Signals Quality

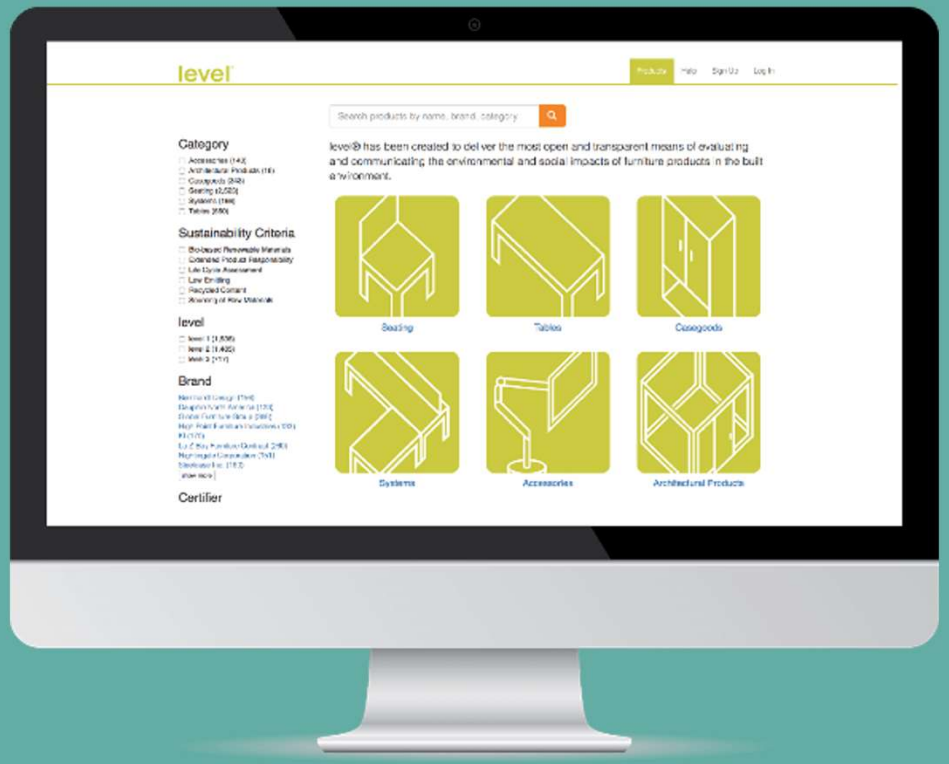
Through product verification

Only Comprehensive Location

For LEVEL® certified products

Registry Features

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



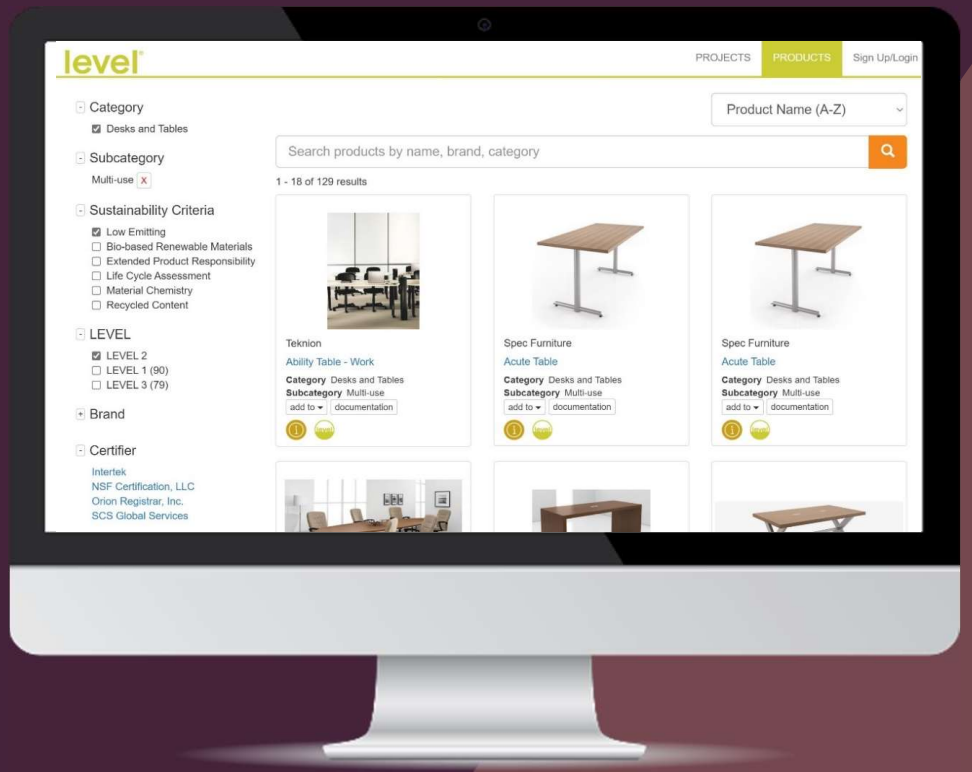
www.levelcertified.org

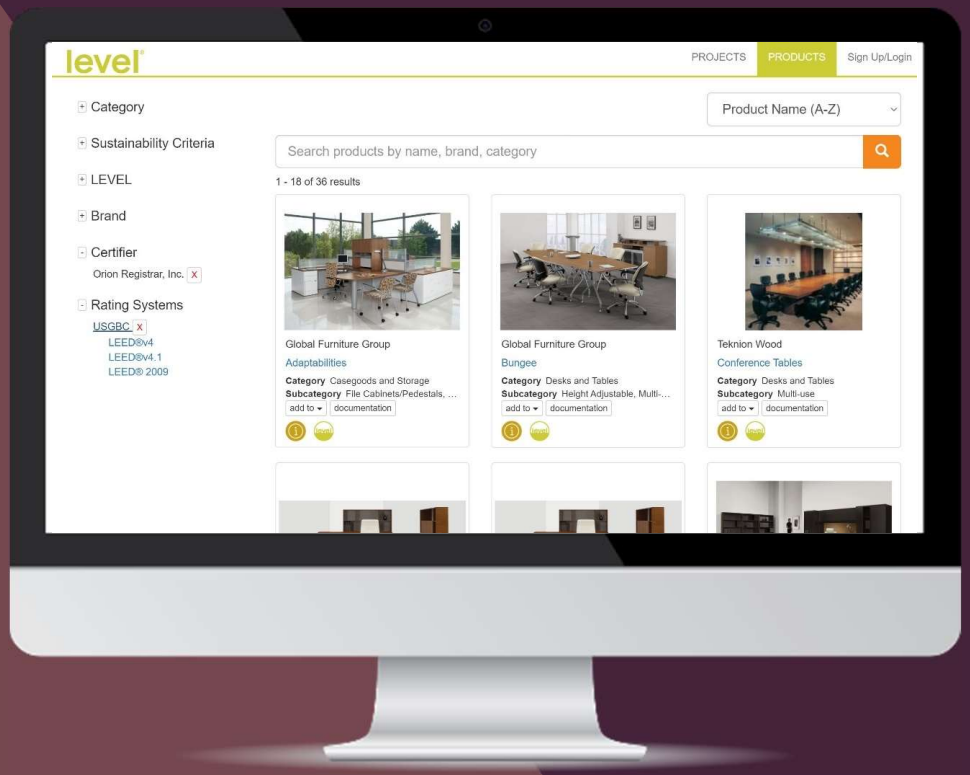
Search by:

Category & Subcategory

Sustainability Criteria

LEVEL® Conformance





... and by:

Brand

Certifier

Rating System *(including LEED® tier)*

LEVEL® Registry Features (continued)

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 c6)	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
Quantity (EA)	1
Unit Price ($)	$100.00
Extended Price	$100.00

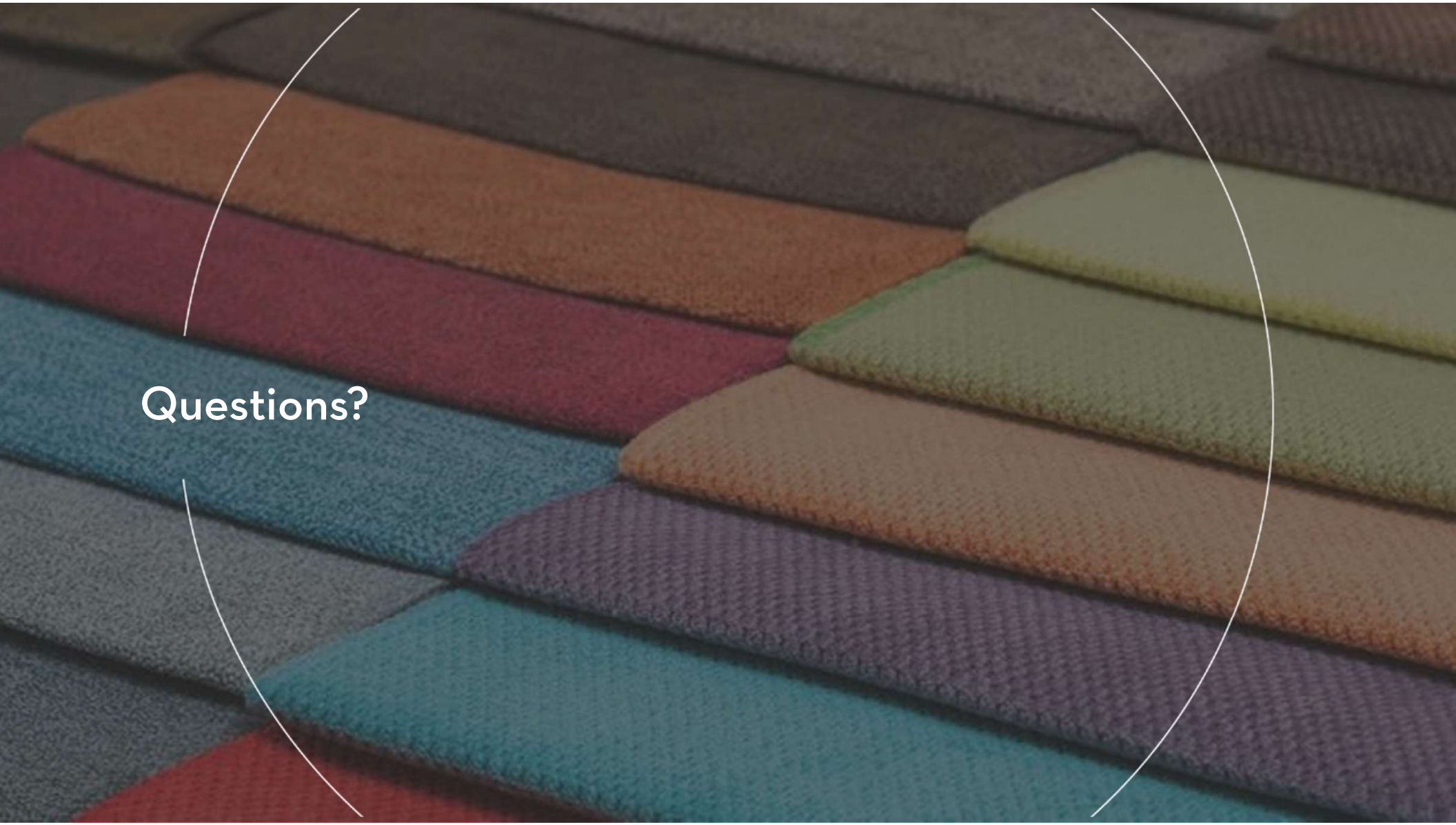
LEED®v4 ID+C: CI

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

Product Page

LEVEL® Takeaways

- 3rd Party Certified Multi-Attribute Standard
- Aligned with Major Sustainability Rating Programs
- LEVEL® Registry Provides Project Tools & Resources
- Visit www.levelcertified.org


Questions?