FLOORING SUSTAINABILITY SUMMIT

INDUSTRY BRIEF 2024

Uniting the flooring industry for a more sustainable future

The opening keynote speakers set the tone for diverse, lively, and productive collaboration.

"Radical collaboration" is how one attendee described the inaugural Flooring Sustainability Summit that took place on July 17-18, 2024, in Washington, D.C. The Summit, co-hosted by the **North American Laminate Flooring Association** (NALFA), the **Natural Stone Institute (NSI), the National Wood Flooring Association** (NWFA), and **Tile Council of North America** (TCNA), brought together flooring industry leaders from across the entire flooring industry supply chain.

Years of confusion across the supply chain regarding green initiatives, rating systems, and industry preferences highlighted the need for greater collaboration among key leaders in flooring sustainability. This realization emphasized the importance of fostering cross-industry dialogue, setting aside competition to drive collective progress.

In response to the ever-evolving landscape of sustainability, marked by more rigorous standards and growing demand for eco-conscious building materials, the Flooring Sustainability Summit gathered participants to be at the forefront of change. In addition to industry and government leaders, representatives from high-profile companies, including McDonald's, Gensler, Floor and Décor, Bona, and Sherwin Williams, attended the Summit. Notable industry journalists were also present, resulting in over 60 articles reporting on the Summit accomplishments.

The success of the 2024 Summit set a strong precedent for the 2025 Flooring Sustainability Summit, scheduled for July 16-17, 2025 in Washington, D.C.

Day One — Keynote Panel

The opening keynote and the Day One recap were among the highest rated sessions in a follow-up survey.

Alexander Cochran
Chief Advocacy Officer
The American Institute of Architects

Cheryl Durst
Executive Vice President/CEO
International Interior Design Association

Peter Templeton
President and CEO
U.S. Green Building Council

Vicki Worden
President and CEO
Green Building Initiative

"Having key leaders from the government, industry, and design in one room to discuss current and future issues is critical. The Summit provided an opportunity to learn about each group's needs and express future goals for the built environment."

— Lindsey Waldrep, VP Marketing, Crossville
Floor Covering Weekly

Follow @FlooringSustainabilitySummit on LinkedIn for exclusive updates and registration information for the 2025 Summit.

Day One — Panels and Workshops

Experts from the flooring industry, federal government, policy makers, the green building standards community, architecture and design leaders, and sustainability advocate groups presented a wide range of perspectives:

Panel One – Alignment on Embodied Carbon

- Alison Kinn Bennett, Environmental Protection Agency (EPA)
- Maria Knake, National Institute of Standards and Technology (NIST)
- Kathleen Lane, American Institute of Architects (AIA)
- Walter Tersch, U.S. General Services Administration (GSA)

Panel Two – Education on Green Building Standardization

- Melissa Baker, U.S. Green Building Council (USGBC)
- Jenna Hamilton, Green Building Initiative (GBI)
- Mike Johnson, International Living Future Institute (ILFI)
- Rodolfo Perez, International WELL Building Institute (IWBI)
- Brittany Storm, MAPEI, Representing mindful MATERIALS

Panel Three – Health and Material Reporting

- John Forbes, National Wood Flooring Association (NWFA)
- Sarah Gregg, Natural Stone Institute (NSI)
- Bill Griese, Tile Council of North America (TCNA)
- Barbara June, North American Laminate Flooring Association (NALFA)
- Teresa McGrath, Habitable
- Malisa Maynard, Mohawk Industries, Representing NALFA
- Jane Rohde, JSR Associates Inc.

Panel presentations were followed by break out workshops where critical topics could be discussed in more depth.

KEY TAKEAWAYS

- Standardize sustainability terms, particularly around embodied carbon and cradle-to-grave assessments.
- Emphasize “radical collaboration” to address shared challenges and align objectives.
- Avoid “carbon tunnel vision” by focusing on multiple product attributes: durability, health, budget, energy efficiency, and aesthetics.
- Strengthen distribution channels and leverage relationships to promote sustainable flooring solutions.

More takeaways and insights @FlooringSustainabilitySummit

Day Two — U.S. Capitol

High level briefings at the U.S. Capitol visitor center focused on government procurement, green building standardization, and design specification from:

Elliot Doomes
Commissioner of the Public Buildings Service
U.S. GSA

Jeff Grove
VP of Global Policy and Communications
ASTM International

Sarah Templin
Sustainability Materials Specialist/ Manager of Gensler Product Sustainability Standards
Gensler

Bob Peoples
Executive Director
Carpet America Recovery Effort (CARE)

Mauro Rullo
Sustainability and Climate Policy Manager
Confindustria Ceramica

Join us at the 2025 Flooring Sustainability Summit! July 16-17, 2025, Washington, D.C. Register at www.FlooringSummit.com.