



The
BIG 
green
PLAN

oasis[®]
FLORAL PRODUCTS

5
UK Sites



100+
STAFF



2,500+
Products

OVER
60 years
of OASIS® Floral Foam



oasis
FLORAL PRODUCTS

Sending over
16,000
customer orders
PER YEAR



3
ecommerce
WEBSITES



OASIS® Floral
Products UK
at a glance...

SUPPLYING
200
Wholesalers



OVER
10,000
trade
accounts



OVER
10,000
non-trade
customers



Excellent

★ Trustpilot rating



A word from **Paul...**

As the new Managing Director of Smithers-Oasis UK, I am both delighted and humbled to write this introduction to our latest update on **The Big Green Plan**.

Since starting on our sustainability journey as a company, I feel we have made great progress in many aspects; from our waste management (which is now resulting in more things being recycled and less going to landfill) to our new product innovations like FibreFloral™ Design Media and OASIS® TerraBrick™ Floral Media.

We have had some challenges along the way, but the desire and determination to move forward with our sustainability plans is greater than ever. We all have a collective responsibility to do our bit, to make a difference, in whatever way we can. As leaders in our industry sector, we take this responsibility very seriously.

We remain focused on our three core areas, namely: Responsible Production and Consumption, Clean Water and Sanitation, and Quality Education, and you can review our progress on these in this document. We have a firm determination that we will not engage in any form of greenwashing, which is why we share transparent updates in **The Big Green Plan** - whether we have had success with our goals or not.

I am proud to follow on from what Stephen Short so passionately started and I am proud of my entire team, as they keep us moving forward along this incredibly important path. I am also excited to see our units around the world uniting under our new global sustainability program 'Do Good Every Day'.

We hope you enjoy reading what we have done so far as we continue towards our initial 2025 goals, and I am very much looking forward, beyond this, to a bright, healthy, sustainable future.

We've spent time thinking about what we stand for as a company, and have developed a new brand purpose statement to help us focus on what's important...

“Making better products for a sustainable future to promote the joy of floristry for generations to come”

We are passionate about living and breathing this purpose, and we hope you see this coming through in all of our future endeavours.



Paul Southwick

Managing Director
Smithers-Oasis UK Ltd

Our **Sustainability** Story So Far...

As a company, **Smithers-Oasis** has always been committed to protecting the earth we live on and the people and communities we serve globally. Sustainability has become a key focus for us in recent years, and we've made some fantastic progress, particularly here in the UK.



In 2018, we launched OASIS® Bio Floral Foam Maxlife, which degrades 91% in 3 years in an anaerobic environment.

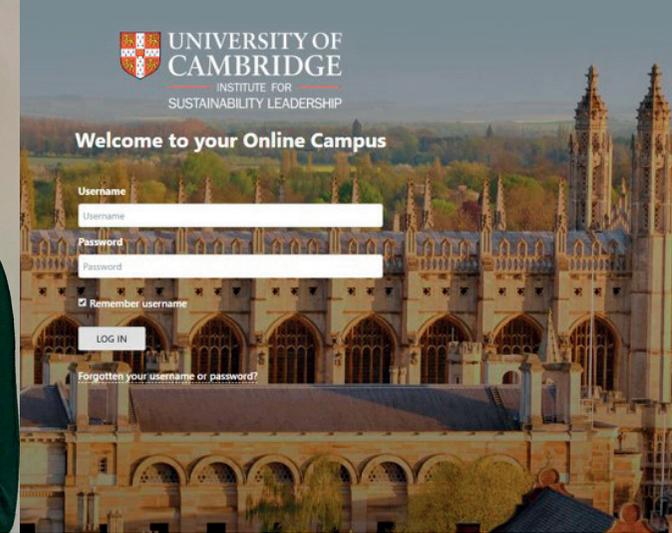


In April 2019, we first put together our range of products for Eco-Floristry. Creating this category made it easier for eco-conscious customers to find the products they were looking for all in one place. The range is growing all the time!

In June 2019, we began monthly sustainability meetings, and every employee had the opportunity to take part and share their ideas. These meetings led us to lots of research and learning, and we began formulating plans to take the UK company forward on a sustainability journey.



In December 2019, we had our first team member, Steph Gillespie from our Marketing Department, complete the Cambridge University course in Business Sustainability Management, bringing us more knowledge than ever before.



In 2020, we finalised our 2025 goals and put everything together to form The Big Green Plan, which you're reading now!

From winter 2020 and throughout 2021, we converted our NAYLORBASE® Floral Bases to a new 100% recycled and recyclable plastic, in a stylish matt black colour.



In March 2021 our Area Sales Manager René van der Voort completed the Cambridge course on Business Sustainability Management, and **in May 2021** we trained our first ever external Sustainability Champion, Julie Collins, Director at the British Academy of Floral Art



In May 2021 we launched FibreFloral™ Design Media from Smithers-Oasis, a natural product based on volcanic basalt rock with a bio-based binder that is derived from rapidly renewable materials. A range of shapes are now available with compostable cardboard bases.

In April 2022 we launched our first compostable design media, OASIS® TerraBrick™ Floral Media, certified OK compost HOME and OK compost INDUSTRIAL.

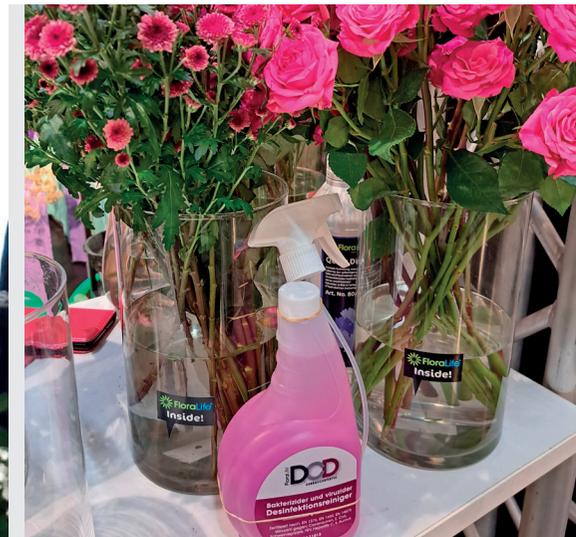


In April 2022, we appointed Sustainability Champions to each area of the business, to help run projects and spread knowledge amongst the team.



In July 2022, we launched OASIS® Bio Base range of compostable shapes which can be used as a base for biodegradable floral arrangements

In August 2022, we welcomed a new FloraLife Representative, Claire Foster, to our team. Claire is visiting florists around the UK helping them with flower care and handling tips, including how to save water.



In September 2022, we held sustainability training sessions for our entire team, which included getting hands-on with FibreFloral™ Design Media.



In October 2022, delegates at the Good Florist Guide event got to try out our latest innovations; FibreFloral™ Design Media and OASIS® TerraBrick™ Floral Media.

In October 2022, we attended British Florist Association event FleurEx, where we were thrilled to team up with our external sustainability champion and BFA Sustainability Officer Julie Collins, for a talk on eco-floristry.





All our cardboard boxes are FSC Certified and are provided by a local supplier.



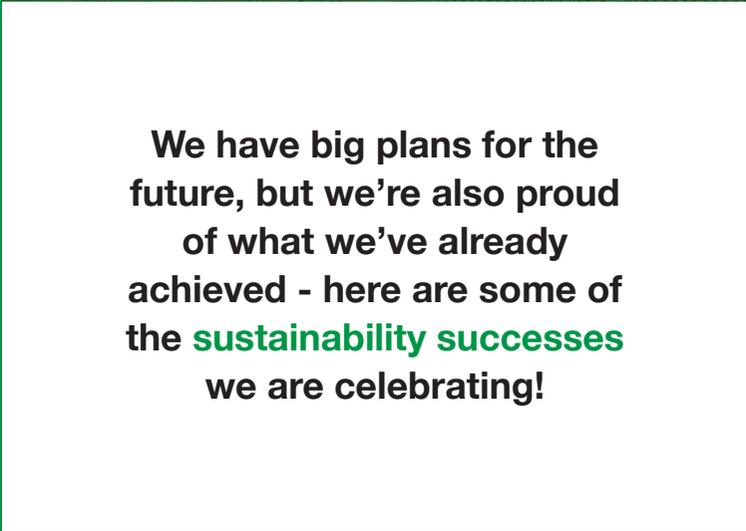
Any waste cardboard we have is shredded using a special machine and used as packaging inside customer orders. It works wonders protecting vases and can be recycled or reused by the customer too.



The boxes we use to pack our finished products have been changed to crash lock cartons. This has eliminated the need to use sticking tape, saving resources and waste - and it's quicker for our team too!



We manufacture all our OASIS® Floral Foam here in the UK, at our factory in Washington, Tyne & Wear, minimising the carbon footprint of transporting to our UK customers.



We have big plans for the future, but we're also proud of what we've already achieved - here are some of the **sustainability successes** we are celebrating!



We segregate our waste into 6 different materials streams to allow us to recycle more and waste less.



We've switched supply of some of our key product lines to source closer to home; from Europe and the UK.



We're encouraging our team members to be 'Green Heroes' and give us their best sustainability ideas, with the chance to win a voucher and plant a tree on site!



Within our team we have a Sustainability Specialist, as well as Sustainability Champions for each area.

Global Goals

During our sustainability journey, we learned about the Sustainable Development Goals created by the United Nations in 2015, as part of the 2030 Agenda for Sustainable Development. These 17 goals aim to tackle the most critical global issues affecting people, planet and prosperity, in order to create a better, more sustainable world in 2030.



1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



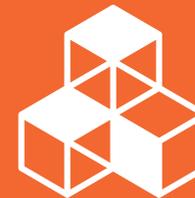
7 AFFORDABLE AND CLEAN ENERGY



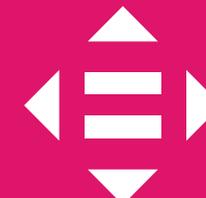
8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



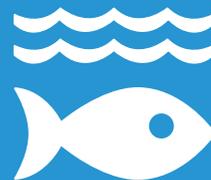
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



Our 2025 Goals

To achieve these UN goals will take commitment from governments, individuals and businesses alike, so as we looked to create our own company targets, we wanted to make sure our plans would ultimately help towards these global goals.

Three of these goals stood out to us as particularly relevant to our business, and so we decided to base our own goals around these three areas.

Read on to learn about the goals we have set ourselves under each of these headings:

- **Responsible Consumption and Production**
- **Clean Water and Sanitation**
- **Quality Education**

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



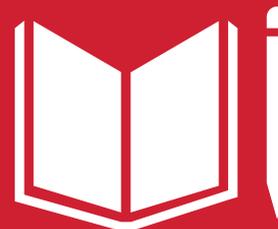
Ensuring sustainable production through efficient use of natural resources and responsible consumption that prevents as much waste as possible.

6 CLEAN WATER AND SANITATION



Ensuring availability of clean water for all by managing water use and ensuring correct sanitation to prevent pollution.

4 QUALITY EDUCATION



Ensuring quality education and providing opportunities for lifelong learning for all.

Our Consumption and Production **Goals**

**50%
LESS**
plastic 

We'll reduce the amount of virgin plastic used in the products we manufacture

**100%
PLASTIC
recyclable** 

All plastic components for manufactured products will be recyclable by 2025

**35%
LESS** 
foam waste

By improving our manufacturing processes, we'll reduce the amount of OASIS® Floral Foam that ends as scrap

**75%
LESS** 
PLASTIC
shrink wrap

Through alternative packaging solutions, we'll cut the plastic shrink wrap used on our manufactured products

ZERO
waste to
landfill 

We'll aim to ensure no waste from our four UK sites ends in landfill

10 
CARBON-
SAVING
initiatives

We'll find measurable ways to improve the carbon footprint of our UK business

10 
CIRCULAR
economy
systems

We'll work with our customers and suppliers to develop 10 closed loop schemes

30 
SUPPLIER
sustainability
surveys

We'll assess the sustainability of the top 30 suppliers we use for our manufacturing

50%
smaller
FREIGHT
footprint 

We'll work with suppliers to minimise the carbon footprint of our goods-in freight

DISPOSAL
instructions
for **100%**
products 

Information on handling and disposal will be available for all of our products

25%
products
= **GRADE**
disposal
RATING **A**

At least 25% of our products will be completely reusable, recyclable or biodegradable

100%
products
= **GRADE**
disposal
RATING **D**

All products will have at least one bio-degradable, recyclable or reusable element

Consumption and Production 2022 Results

**50%
LESS
plastic**



By converting OASIS® Naylorbase® Floral Bases to recycled plastic, we are now using **76% fewer virgin plastic components**. We are also exploring new materials that could help us remove plastic components altogether!

**100%
PLASTIC
recyclable**



72% of our manufactured lines now have at least some recyclable plastic components. For 45%, all hard plastic parts are recyclable. We are working on converting all remaining lines too.

**35%
LESS
foam waste**



In 2022, we had around a **1% reduction in foam waste compared to 2021**. We clearly have a lot further to go on this, but with projects around quality control, and exploring options for recycling our waste, we believe we are close to a breakthrough!

**75%
LESS
PLASTIC
shrink wrap**



In 2022 we used around **12% less plastic shrink wrap than the previous year**. Although our clear shrink wrap is recyclable with soft plastics, we are looking at alternative packaging options too to help towards this goal.

**ZERO
waste to
landfill**



With better waste segregation on site, we are now recycling more than ever before. Of the remaining general waste, around **23% now goes to Energy Recovery Facilities** to generate electricity. We are working to eliminate any waste that currently ends in landfill.

**10
CARBON-
SAVING
initiatives**



A new cycle to work scheme, and a better stock system that means fewer replenishment journeys, are **two new ways we've cut carbon footprint in 2022**. We have also collected data to assess the carbon footprint of our UK operations so we can identify other areas for improvement.

**10
CIRCULAR
economy
systems**



We implemented **two new circular economy systems**: a reusable bin system, and reusable crates are now being used to deliver our staff orders, instead of using cardboard boxes which were simply going to waste. We now have 5 circular systems in total so we're halfway to our goal!

**30
SUPPLIER
sustainability
surveys**



After surveying all of our key manufacturing suppliers in 2021, in 2022 we have **assessed each new supplier** before committing to them – a total of 39.

**50%
smaller
FREIGHT
footprint**



We are now sourcing more products than ever from the UK and Europe, **reducing our goods-in freight footprint compared to 2021**. However, we have not achieved a reduction on our original 2020 level, so that is the mission for 2023 and beyond!

**DISPOSAL
instructions
for 100%
products**



We now have **disposal instructions available for 90% of our products**, and every new product introduced comes with disposal advice too. This is accessible through any of our three websites.

**50
ECO
floristry
Essentials**

By 2025 we will aim to have a **range of at least 50 products available** to help florists design in a more eco-conscious way

**ECO
in every
LINE**

All products will have at least one biodegradable, recyclable, or reusable element

We have updated our product goals! Moving away from the idea of a complex grading system, we've decided to keep it simple with two new and very clear goals. We are still aiming for the same outcome, which is ultimately to have eco-credentials for as many of our products as possible.

Consumption and Production **Case Study**

During our production process, it's important to be able to dispose of any waste safely and efficiently. In 2022 we installed a new bin lifter system to enable us to do this.

Previously, large cardboard boxes were used to collect waste from around the factory floor. These then needed to be manually moved and emptied, which meant strenuous work for team members. Over time, the cardboard boxes would become damaged and have to be replaced again and again with fresh boxes.

We now have reusable wheelie bins to store and transport waste, saving the use of dozens of cardboard boxes over the year. The bins being different colours also means we are able to track the areas waste is coming from to identify high waste processes that could be improved.

The bin lifter machinery removes the need for manual tipping, making it safer for our team to carry out their work. They also get to play with all the fun buttons on this clever piece of kit!



Our Water and Education Goals

use
**50%
LESS**
WATER



We'll cut water usage by half at our four UK sites

HELP
500+
florists
save water



We'll develop a water-saving protocol and aim to help at least 500 florists implement it in their businesses

20
sustainability
CHAMPIONS



We'll train ten internal and ten external 'champions' who can help work on sustainability in our business and within the floral industry

PLANS
for
EVERY
employee



Everyone in our UK team will have actionable Personal Development Plans, which will include sustainability objectives

100%
SUPPLIERS
sustainability
aware



All our key suppliers will be briefed on our company plan and goals and updated annually

20
sustainability
PARTNERSHIPS



We want to collaborate with at least 20 external organisations on sustainability initiatives

EDUCATIONAL
6 event
EVERY
months



We'll hold or participate in an educational event for sustainability in the floral industry every 6 months

REPORT
progress
YEARLY



The Big Green Plan will be updated to show how we're tracking on each of our goals

100%
employees
educated



Every UK employee will receive updated sustainability information every quarter, and it will be part of the induction for every new employee

10,000
hours of
education



We want to dedicate 10,000 hours to improve knowledge and understanding within our team

Water and Education 2022 Results

Use
**50%
LESS**
WATER



In 2022 we managed to use 48% less water at our premises than in 2020. If we can maintain this usage level, we will be on track to achieve our 2025 goal.

HELP
500+
florists
save water



Our FloraLife Sales and Support Representative Claire has visited 100 florists so far, advising them on flower care and handling techniques that will help them save water.

20
sustainability
CHAMPIONS



In 2022 we assigned 'Sustainability Champions' roles to four team members, who have received extra training, and who are helping us to work on The Big Green Plan goals.

PLANS
for
EVERY
employee



When setting 90-day targets for their teams, department heads must now assign at least one sustainability related objective. Production team members who don't have 90 day plans will be having six-monthly reviews which can include aims around waste and energy saving.

100%
SUPPLIERS
sustainability
aware



In 2022 we reached out to all new suppliers (a total of 39) to educate them on our sustainability journey and share The Big Green Plan with them.

20
sustainability
PARTNERSHIPS



Our partnerships around sustainability continue to grow, as we work with our suppliers, customers, and other businesses in the floral industry. We're counting 17 to date so we are on track to reach 20 very soon.

EDUCATIONAL
event
6
EVERY
months



Events were back in 2022 which meant we were able to get out again to share our sustainability insights. We gave a talk at BFA FleurEx, and at the Good Florist Event, designers got to test out some of our new eco-floristry products for themselves.

REPORT
progress
YEARLY



We have now published two annual updates of The Big Green Plan. We also track our goal progress quarterly to allow us to update priorities based on our performance.

100%
employees
educated



In 2022 we gave internal sustainability updates every quarter and held three days of training sessions for the whole team. Sustainability training is still part of the induction process for any new team member.

10,000
hours of
education



We're expanding this goal! We want to share knowledge not just within our own team, but in the wider industry. We've racked up 2347 hours so far, so there's still a way to go to hit our 2025 target.

Education

Case Study

As part of our commitment to ensure all our employees are educated on sustainability, we carried out training sessions for the whole UK team in September 2022.

Our Sustainability Specialist Steph ran six two-hour sessions over three days, so that as many people as possible from across the business could attend (we had over 100 attendees!).

The training gave an overview of sustainability; what it means, and what it means to our business. There were interactive games and prizes to help practice correct waste disposal and recycling, plus a hands-on flower arranging tutorial where the team got to try out FibreFloral™ Design Media.





... growing greener together

We can all achieve so much more when we work together. Now you have seen our plans we hope you will join us on our sustainability journey! Here are some ways you can get involved to **help create a more sustainable floral industry...**

- **Keen to do your bit?** Sourcing products from our Eco-Floristry Range is a step in the right direction
- **Got a green brainwave?** If you can see ways we can do things in a more sustainable way, send us your ideas by email or if you're a team member, submit a Green Hero idea
- **Want to become a whizz on sustainability?** We are looking for volunteers to take sustainability training!
- **Have you had your own sustainability successes?** Why not share them with us? We'd love to see your stories and share them on our social media and websites
- **Want to help us grow?** You can volunteer to be a product tester or let us know that you want to be part of our circular economy plans

Get in touch today:
contactuk@oasisfloral.co.uk



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FLORAL PRODUCTS

The
BIG *green*
PLAN 