

A decorative border of various green leaves and branches surrounds the central text. The leaves are of different shapes and sizes, some with serrated edges, and are arranged in a natural, scattered pattern.

The **BIG** *green* PLAN

oasis[®]
FLORAL PRODUCTS

5 
UK Sites

100+ 
STAFF

2,500+
Products

70  years
of OASIS® Floral Foam

oasis[®]
FLORAL PRODUCTS

Smithers-Oasis
UK Ltd
at a glance...

Sending over
15,000 
customer orders
PER YEAR

3 
ecommerce
WEBSITES

SUPPLYING
200 
Wholesalers

OVER
10,000 
trade
accounts

OVER
10,000 
non-trade
customers

Excellent
★ Trustpilot rating



A word from **Paul...**

It is with great pleasure that I can write the introduction to our latest update on **The Big Green Plan**.

As you read through this document, you will hopefully see just how much we have done, since it's inception in 2020. We are very proud of all of the great achievements made; without this plan we would not have had the focus to deliver what we have done.

We have had some challenges along the way - some of our goals that we set we probably won't fully achieve by 2025, but the mere fact that we set ourselves these goals has enabled changed mindsets and driven some amazing projects, and this has taken us to a much improved position on sustainability compared to where we were 4 years ago.

The desire and determination to move forward with our sustainability plans remains as strong as 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**.

As part of a global business, it is also great to see our sister units around the world uniting under our new global sustainability program 'Do Good. Every Day'. More of that to come in the future.

We hope you enjoy reading what we have achieved so far. We continue to learn, we continue to develop and we continue to make impactful changes towards our initial 2025 goals. Beyond this, we will be very focused on continuing with this incredibly important sustainability journey.

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 been the focus of all our latest innovations, and we're making lots of changes to the way we run our UK business. Read on to see our journey so far.



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

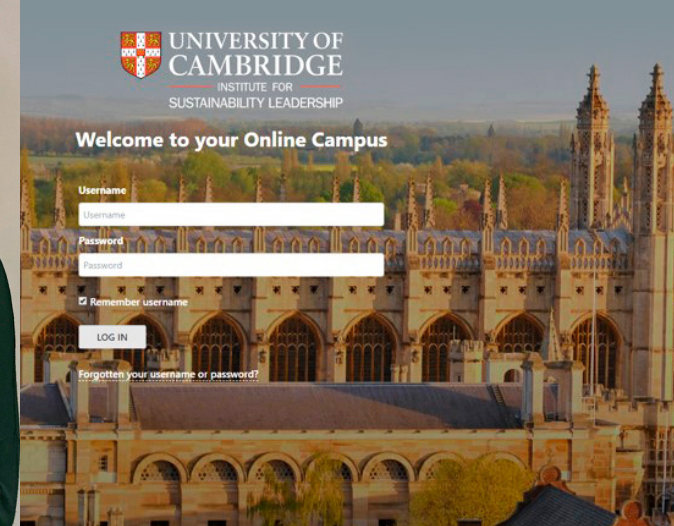


In April 2019, we first put together our range of products for Eco-Floristry. Creating this category made it easier for eco-conscious customers to find the products they were looking for all in one place. The range is growing all the time!

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 a range of OASIS® Biolit shapes which are made from recycled card and are recyclable and compostable. They can be used with a choice of media to create biodegradable floral designs.

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.

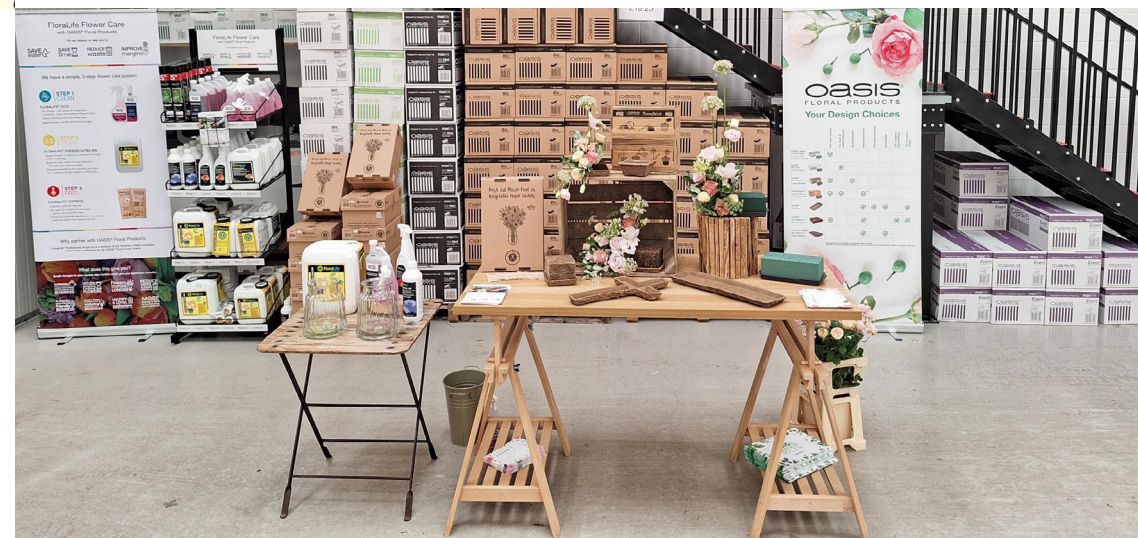


In January 2023, we launched our FloraLife 3 step care system, which helps florists save on water and flower waste. The products featured have sustainability credentials including carbon neutral FloraLife® Express Ultra 200, and Flower Food in FSC certified, recyclable paper sachets.



In March 2023, we attended the 'Flower-powered Partnerships' event hosted by Fairtrade at the Garden Museum in London, where we learned about the lives of Fairtrade flower farm workers and gave a talk on sustainable options for florist sundries.

In April, July and October 2023, we got involved in some fantastic events with our wholesalers Flower Connection Leeds, Flowervision Birmingham and Flowervision Bristol, where we could showcase our eco floristry products for florists to try firsthand.



In September 2023, we showcased our new design choices at the Interflora World Cup in Manchester. Competitors from around the world used OASIS® Bio Floral Foam Maxlife in one of their design challenges too!




In October 2023, florist Katherine Birtles became the second of our industry sustainability champions after completing the Cambridge University Business Sustainability Management Course with flying colours.

October 2023, also saw us attend British Florist Association event Floricon where we created a 'play station' for OASIS® TerraBrick™ Floral Media so florists and students could come and try the product for themselves.






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



Waste cardboard in our distribution centre 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 use green energy to power our head office and factories.



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

A 2023 assessment showed that out of the 17 sustainable development goals set out by the United Nations, only 15% are on track – the rest are either off track, stagnating or even regressing. We all have a part to play in progressing these goals, from individuals, to governments, and private sector companies have an important role to play too.

SUSTAINABLE
DEVELOPMENT
GOALS

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



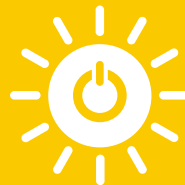
5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



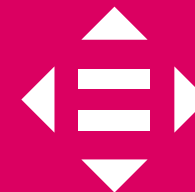
8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



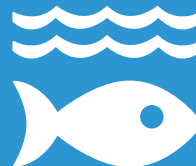
12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



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

We remain committed to working on the 22 goals we set out 2020, in line with three key areas of the UN SDGs which stood out as particularly relevant to our business.

In the following pages,
you'll see our 2025
targets, followed by an
update on the progress
of each goal for the
2023 calendar year.

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

50
ECO
floristry
Essentials



By 2025 we will aim to have a range of at least 50 products available to specifically 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.

Consumption and Production 2023 Results

**50%
LESS
plastic**



We've already hit our 2025 target as we are now using **78% less virgin plastic in our components** than when we started in 2020. We're not stopping though; we will continue to convert remaining lines to recycled plastic or a sustainable alternative.

**100%
PLASTIC
recyclable**



72% of our manufactured lines have recyclable plastic parts, but there are some key components holding us back from converting more lines, so these are our focus for 2024.

**35%
LESS
foam waste**



Through changes in our manufacturing, we achieved our target scrap level for 2023, which was a **reduction of over 8%** on the 2022 figure. The ultimate goal is having no foam go to waste, and we have plans to make this possible.

**75%
LESS
PLASTIC
shrink wrap**



Shrink wrap is still key to ensuring many of our products can be protected during transport and while on display at retailers. However, we have been working to design **alternative packaging which will roll out in 2024**, and in the meantime, we are switching to shrink wrap made from **30% recycled content**.

**ZERO
waste to
landfill**



In 2023, **13% of waste from our UK sites was recycled, and 14% went to ERF** to generate electricity. Our mission now is twofold: find a suitable waste recovery stream for remaining landfill waste, and produce less waste to begin with, through more efficient processes.

**10
CARBON-
SAVING
initiatives**



In 2023 we replaced all our lighting with energy saving LED bulbs, which has **saved around 50,000 KWH of electricity** compared to the previous year. We've now put a total of 8 initiatives in place since the start of our plan.

**10
CIRCULAR
economy
systems**



We started using returnable, reusable containers with two more of our suppliers in 2023, taking our **total number of circular systems to 7**. We are still looking for systems we could implement with customers too.

**30
SUPPLIER
sustainability
surveys**



In 2023 we continued to assess each new supplier and to date, **38 suppliers have completed the questionnaire**.

**50%
smaller
FREIGHT
footprint**



In recent years, we've seen unprecedented global events that have affected product sourcing. Sometimes, this has positively affected the inbound freight footprint, however, **in 2023 we had to revert to sourcing from further afield** to keep key lines in stock for our customers. Our Purchasing team now has a goal to identify local suppliers to cover these key products.

**DISPOSAL
instructions
for 100%
products**



We make sure **every new product we introduce comes with disposal advice**, available through our websites.

**50
ECO
floristry
Essentials**



We currently have **14 product groups (96 SKUs)** with certified eco credentials, such as recyclable, compostable or FSC. We're working to certify a further 14 existing groups, as well as adding new products to the range, so stay tuned!

**ECO
in every
LINE**

Out of our range of around 1800 lines we stock regularly, there are still **over 500 which don't meet our ideal criteria** of being reusable, recyclable or biodegradable. We are working category by category to convert these to better options that work for both our customers and the planet.

Consumption and Production **Case Study**

We know that brilliant business improvement ideas can come from anywhere within our team, which is why we have our employee suggestion scheme. Any team member can scan the QR code on posters around the business and submit an idea to help us do things in a more sustainable way when it comes to consumption and production.

If your idea is put into action, you are crowned a Green Hero; you win a voucher of your choice and get to plant a tree at our site – and in 2023 we have been adding to our little forest!

Winning ideas included having lights on sensors to save power, using rechargeable batteries instead of disposable ones, reducing unnecessary plastic parts included with products, and making it easier to recycle more canteen waste.

Here are some of our Green Heroes planting their trees. We can't wait to see what new ideas are brought forward in 2024.



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 2023 Results

use
**50%
LESS**
WATER



We're now using 50% less water at our sites since our start figure in 2020. However, hybrid working has had an unfair impact on this, so we want to do more on this goal. We have plans in place to install automatic taps and eco flushes at our sites.

HELP
500+
florists
save water



We have been sharing our water-saving flower care program with florists around the UK and over 100 florists have started trying it out. The next step is to see the water savings that come over time.

20
sustainability
CHAMPIONS



We had a new external industry member complete the Business Sustainability Management course in 2023, and we're thrilled they are continuing to actively help us on our sustainability journey.

PLANS
for
EVERY
employee



Management are tasked to include at least one sustainability goal for each of their team members every quarter. A database of ongoing projects has been set up to help make sure these goals contribute to our overall plan.

100%
SUPPLIERS
sustainability
aware



All suppliers have been sent a copy of The Big Green Plan and will be sent each update too.

20
sustainability
PARTNERSHIPS



We're thrilled to count 18 partnerships to date where we are working with customers, suppliers or other industry members to mutually advance our sustainability plans.

EDUCATIONAL
6 event
EVERY
months



There were so many fantastic events going on in 2023, and we were able to participate in 6 over 12 months, where we had the chance to talk sustainability with either customers or industry members.

REPORT
progress
YEARLY



We continue to track our Big Green Plan goals quarterly, with an update published each year - we've now done 3 updates.

100%
employees
educated



In 2023 we gave company-wide sustainability updates in three out of four quarters. Sustainability training is still part of the induction process for any new team member, and we are planning more sustainability training days for our full team in 2024.

10,000
hours of
education



We added another 1926 hours to our total in 2023. We've still got over 5000 hours to go to hit this ambitious goal, so we're planning more video content to up our reach.

Education

Case Study

In 2023 we were thrilled to have another external volunteer to undertake sustainability training. Katherine Birtles is a florist based in North Shropshire with a passion for sustainability and working in ways that protect the planet - from her designs to her workshops.

With a Foundation Degree in Professional Floristry and Floral Design, and an RHS Certificate in the Principles of Horticulture already under her belt, Katherine took on the 8-week University of Cambridge Business Sustainability Management course – and passed with flying colours.

A word from Katherine:

“I’m so grateful to Smithers-Oasis for the opportunity to undertake the Sustainability Course, it has been an extremely worthwhile experience. I have learned a great deal about the business of sustainability and how it affects the floristry sector especially. I am keen to play any part I can in helping our industry become sustainable for our planet, people and prosperity of businesses.”





... 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



oasis®
FLORAL PRODUCTS

The
BIG *green*
PLAN 