



The
BIG 
green
PLAN

You &
oasis[®]
FLORAL PRODUCTS
...the perfect arrangement



4 UK Sites

100+ STAFF



4,000+ Products

OVER 50 years of OASIS® Floral Foam



You & OASIS® FLORAL PRODUCTS ...the perfect arrangement

Sending over 22,000 customer orders PER YEAR



2 New Seasonal Collections PER YEAR



OASIS® Floral Products UK at a glance...

SUPPLYING 250 Wholesalers



OVER 7,000 trade accounts



OVER 8,000 non-trade customers



5 star Trustpilot rating



A word from **Stephen...**

It is my pleasure to write the introduction to this, our first official sustainability plan. And why has this come about now?

We have actually been quietly working away behind the scenes on sustainability for many years, but before we created this plan, we wanted to make sure we established a genuine understanding of what sustainability really is. As businesses in every sector rush to make sustainability claims, we were determined to avoid 'greenwashing' by doing our research and training our team. Having done this over the last 12 months, we are now very excited to bring you **The Big Green Plan**.

After learning about the UN Sustainable Development Goals, we realised we could help towards these goals by focusing on the three most relevant to our industry. As manufacturers and retailers, 'Responsible Production and Consumption' stood out as a primary focus for us.

Secondly, we recognised 'Clean Water and Sanitation' as an important area for an industry where water is an invaluable resource. Our third focus is 'Quality Education'; as leaders in our industry, we feel a responsibility as well as a great passion to embrace sustainability and show others the way forward by sharing our knowledge and resources. Read on from this page to see all the goals we have committed to reaching by 2025.

"We have a genuine belief that we will hit or exceed the targets set out in this plan, and it is our firm intention to add even more ambitious targets over time. In a wider sense, this plan also recognises the desires of our customers, who we know would like to build a more sustainable future for themselves, while still helping people to appreciate the beauty and emotion in the special occasions of our lives."



Stephen Short
Managing Director



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 the world's first biodegradable floral foam; OASIS® Bio Floral Foam Maxlife, which has achieved third party certification and is 91% biodegradable in 3 years in anaerobic conditions.

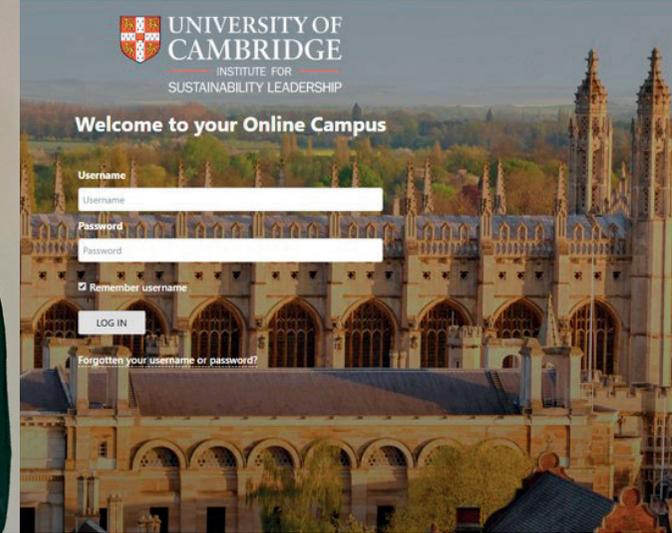


In April 2019, we first put together our range of products for Eco-Floristry. Creating this category made it easier for eco-conscious customers to find the products they were looking for all in one place. The range is growing all the time!

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.





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



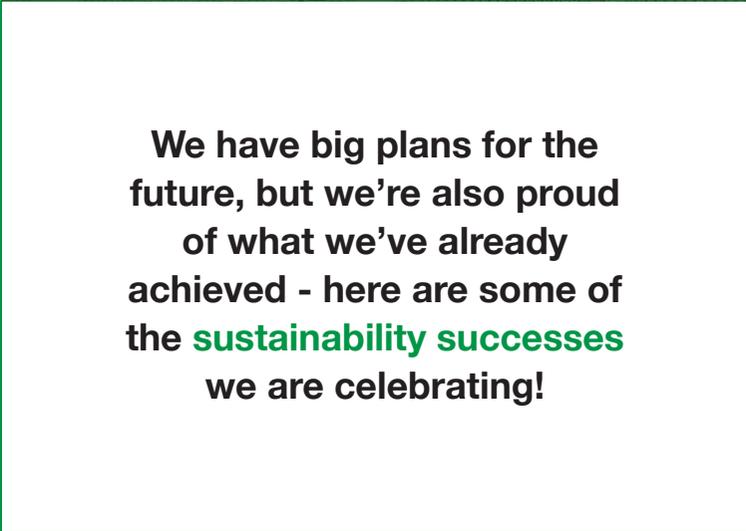
Any waste cardboard we have is shredded using a special machine and used as packaging inside customer orders. It works wonders protecting vases and can be recycled or reused by the customer too.



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!



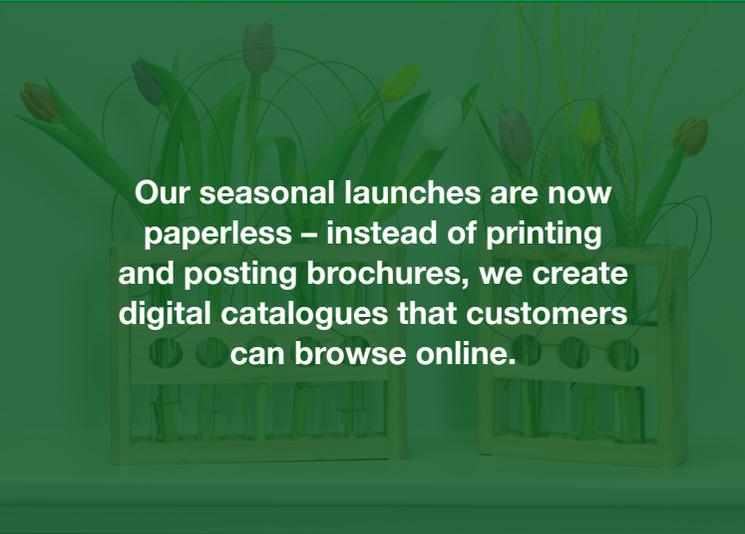
We manufacture all our OASIS® Floral Foam here in the UK, at our factory in Washington, Tyne & Wear, minimising the carbon footprint of transporting to our UK customers.



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've started our zero waste to landfill journey by partnering with ACM Waste Management. We're now recycling more than ever before and diverting waste from landfill to Energy Recovery Facilities.



Our seasonal launches are now paperless – instead of printing and posting brochures, we create digital catalogues that customers can browse online.



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!



We assessed the carbon footprint of our hero product, OASIS® Ideal Floral Foam Maxlife Bricks and are working to reduce it. Next, we're assessing our entire UK operation to identify carbon reduction projects!

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



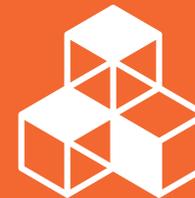
7 AFFORDABLE AND CLEAN ENERGY



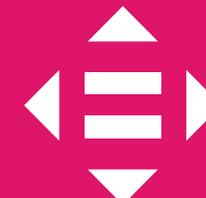
8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



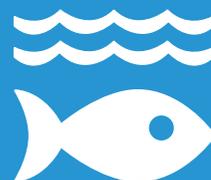
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



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



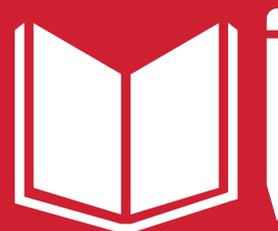
Ensuring sustainable production through efficient use of natural resources and responsible consumption that prevents as much waste as possible.

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 2021 Results

**50%
LESS
plastic**



By converting OASIS® Naylorbase® Floral Bases to recycled plastic, by the end of 2021 we were using **65% fewer virgin plastic components** in our manufacturing than at the start of the year. Some components we're still working to convert, but we tackled our most popular products first, so it's a great start.

**100%
PLASTIC
recyclable**



For our manufactured product lines, **51% now have fully recyclable plastic components**. 25% have some recyclable components, and there are still some lines we're working to convert.

**35%
LESS
foam waste**



We've not yet achieved the manufacturing efficiencies we need to cut waste, so **2021 did not see any reduction here**. It's a huge priority for 2022, and new technology is already helping us minimise waste right from the start of the process.

**75%
LESS
PLASTIC
shrink wrap**



We **didn't manage to achieve a reduction overall for the year**, however, in 2021 we started to pack OASIS® FOAM FRAMES® Designer Frames in cardboard boxes instead of shrink-wrapping, which will make a big difference. The other good news? The shrink wrap that remains is recyclable.

**ZERO
waste to
landfill**



We've made huge progress on this goal with help from our waste partners ACM. **Almost all of our waste now gets recycled or sent to energy recovery**. We're getting very close to zero waste to landfill status so watch this space!

**10
CARBON-
SAVING
initiatives**



In 2021 we **identified 5 potential initiatives and have one in place**; we now use a packaging supplier within walking distance to cut out van deliveries! In 2022 we will assess the footprint of our entire UK operation so we can identify areas for improvement.

**10
CIRCULAR
economy
systems**



Our aim for 2021 was two new circular systems on top of those we already had in place. Although we've had some fab ideas that we are excited to be working on, they are still in the pipeline and **we're yet to fully implement a new system**.

**30
SUPPLIER
sustainability
surveys**



We've taken this goal beyond what we originally envisaged and have **surveyed all 40 of our key suppliers** to assess where they are in their own sustainability journey.

**50%
smaller
FREIGHT
footprint**



Global material shortages in 2021 meant we had to source wherever possible to ensure continued supply to our customers. This unfortunately meant **we were not able to reduce the freight footprint overall**. For 2022 our focus is to source closer to home wherever we can.

**DISPOSAL
instructions
for 100%
products**



There are now disposal instructions for all for OASIS® Floral Foam products plus all our new seasonal collections. We still have a way to go, but **we're about 37% of the way there!**

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

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

We have started the long process of **assessing our range of 3000+ products**. We're looking at the materials they are made of, as well as how they are packaged, so we can work towards these goals of ensuring as much of the product as possible is reusable, recyclable or biodegradable.

Consumption and Production **Case Study**

To help us achieve zero waste to landfill from our UK sites, we've partnered with **ACM Waste Management**. By joining ACM's Greener Path Programme, we'll be working to ensure no resources are wasted, through waste prevention, reduction, reuse and recycling.

The first step we've taken is to ensure all materials in our factories are being recycled properly once they are no longer needed. ACM have installed new balers at our sites so we can compact plastic and cardboard, and we have new skips to sort metal and wood. This makes it easier to get all waste into the correct recycling streams.

Going forward, all our waste materials will either be reused for something, recycled, or turned into green energy via Energy Recovery Facilities. Nothing will need to go to landfill - everything will be a resource rather than going to waste.



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
event
6 EVERY
months



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

REPORT
progress
6 EVERY
months



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 2021 Results

use
**50%
LESS**
WATER



We're still looking into ways we can save water internally, so in 2021 we didn't yet make any savings on our water usage.

HELP
500+
florists
save water



We're ready to start working with local florists to measure water usage and test out our water saving protocol.

20
sustainability
CHAMPIONS



In 2021 we trained one new internal and our first external sustainability champion! We can't wait to get more people on board in 2022.

PLANS
for
EVERY
employee



69% of our team members now have 90-day objectives which include some kind of sustainability goal.

100%
SUPPLIERS
sustainability
aware



In 2021 we reached out to 30% of our suppliers to educate them on our sustainability journey and share The Big Green Plan with them.

20
sustainability
PARTNERSHIPS



We developed so many promising partnerships in 2021, with everyone from customers and suppliers to colleges and industry bodies. We're counting 10 to date so we're halfway to our goal!

EDUCATIONAL
event
6
EVERY
months



With real life events off the table during the pandemic, we went online! We took part in three virtual events in 2021, giving talks to help spread our sustainability knowledge within the floral industry.

REPORT
progress
6
EVERY
months



We've moved to yearly updates to give us more time to progress our goals, capture data and analyse results. We also review The Big Green Plan goals every quarter to track our progress.

100%
employees
educated



Sustainability training is now part of the induction process for new starters, and we've developed a new internal comms process that will ensure all employees are updated every quarter.

10,000
hours of
education



With only about 307 hours clocked up in 2021, we need to get educating! For 2022, everyone on our senior management team has committed to taking on studies in sustainability. We also plan to have regular educational events for the whole of our team.

Education

Case Study

We felt that to take our company on its sustainability journey, we needed to educate ourselves and ensure we had knowledgeable, dedicated people both within our team and in the wider industry. We decided to provide formal training in the form of the Business Sustainability Management course from the University of Cambridge Institute for Sustainability Leadership (CISL).

This 8-week course covers a breadth of topics, from the science of climate change, to mitigating business risks, to engaging employees.

We have offered this training both internally to our team and externally to anybody in the floral industry who is keen to learn more and work with us to move the UK industry forward.

Two of our team members are now trained, plus our first external 'Sustainability Champion' Julie Collins, Director at the British Academy of Floral Art.

We've found the knowledge gained extremely valuable and we're now helping to spread sustainability awareness throughout the business as well as the wider industry.



You & oasis® FLORAL PRODUCTS

... 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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