



The  
**BIG**   
*green*  
PLAN

You &  
**oasis**<sup>®</sup>  
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.





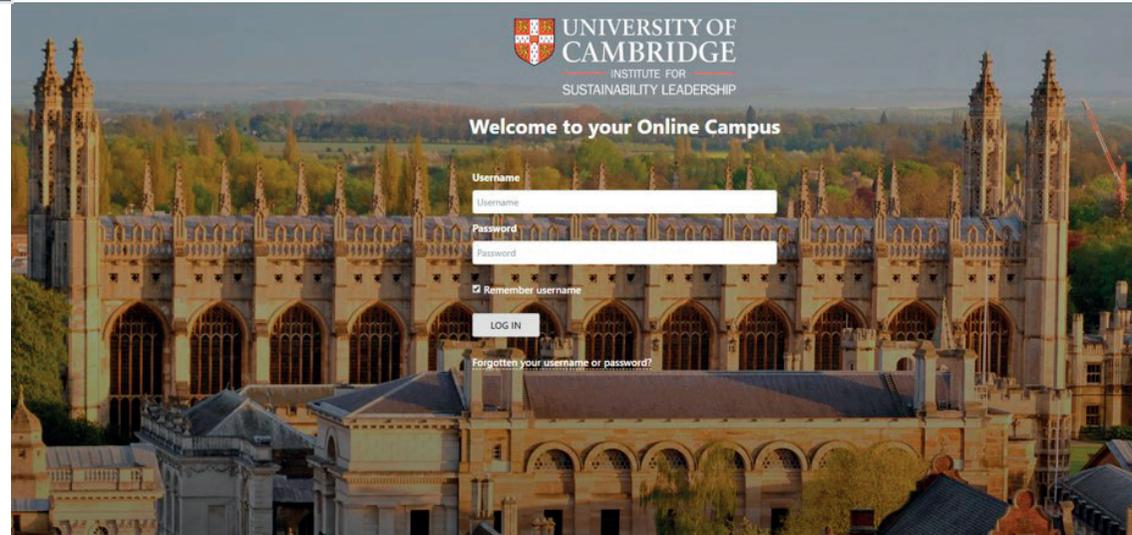
**In June 2019**, we held the first of our monthly Sustainability Forums. Every employee was invited to take part in these off-site meetings, meaning people from different areas of the business could get their heads together and share ideas. The Forums have been used to learn about sustainability, assess what Smithers-Oasis are currently doing, and look for ways the company can be more sustainable in the future. It was as part of these Forums that we developed our 2025 plan and goals.



Product category	Description	SKU	Attributes	Certification	Outer Packaging/ Wrapt	Outer Carton	Plastic Bung	Other Packaging	Liner	Base/ Cage	Wet Foam	Dry Foam	Glass	Paper / Card		
OASIS® Bio Floral Foam Maxlife	OASIS® Bio Floral Foam Maxlife - Box of 20 bricks	10-01023	Biodegradeable	*							*					
			Recyclable			*										
			Reusable													
			Compostable													
			Returnable													
OASIS® Bio Floral Foam Maxlife	OASIS® Bio Floral Foam Maxlife - Jumbo 1	11-00880	Biodegradeable	*							*					
			Recyclable			*										
			Reusable													
			Compostable													
			Returnable													

**In September 2019**, we created our matrix of sustainable products. This chart allows us to assess the properties of all the products in our Sustainability range so we can give them a rating that would show which were more sustainable than others.

**In December 2019**, team members completed the Cambridge University course in Business Sustainability Management, bringing us more knowledge than ever before.



**In January 2020**, we took the Sustainability Forum on the road and visited the Veolia Recycling and Energy Recovery Facility in Leeds. On the tour, we learned about the amazing way they're converting waste from the households of Leeds into electricity!



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

**In the coming year** we'll be introducing new and exciting products that will help with the creation of more eco-friendly floral designs. We're also converting our NAYLORBASE® Floral Bases to a smart new black plastic which is both recycled and recyclable.





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



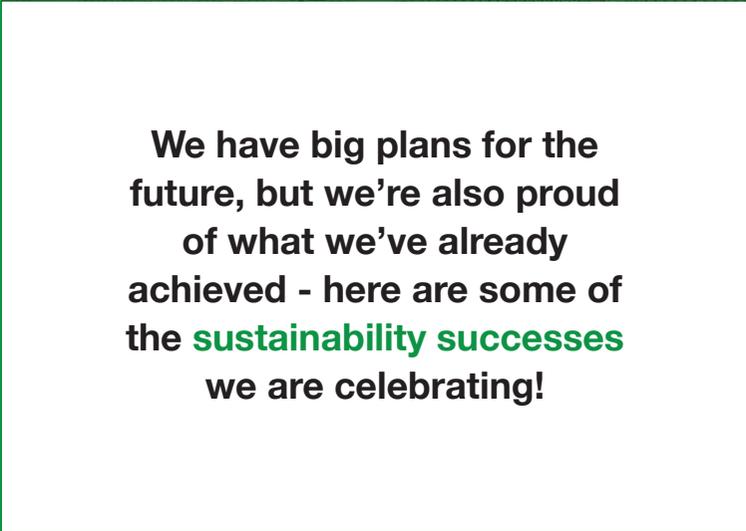
Any waste cardboard we have is shredded using a special machine and used as packaging inside customer orders. It works wonders protecting vases and can be recycled or reused by the customer too.



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!



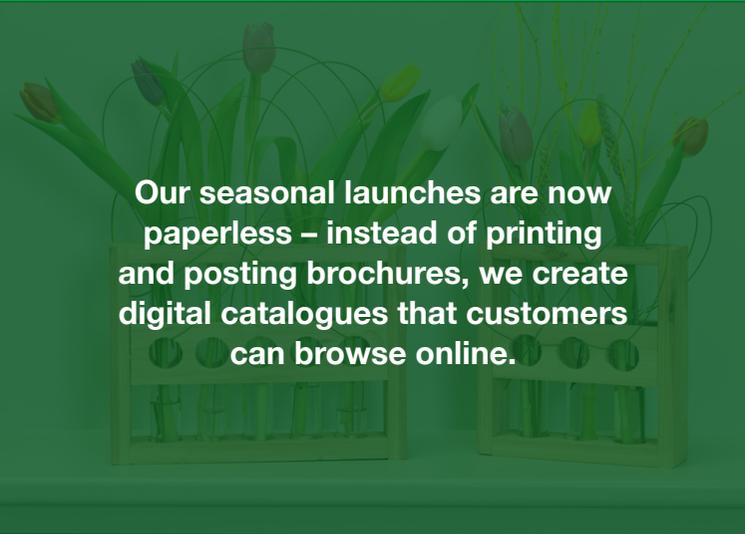
We manufacture all our OASIS® Floral Foam here in the UK, at our factory in Washington, Tyne & Wear, minimising the carbon footprint of transporting to our UK customers.



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!



Our international shipping partner Kuehne & Nagel are now operating a Net Zero Carbon Plan. As well as reducing their own emissions, K&N now offer CO2 neutral shipments to customers, and are supporting various nature-based CO2 compensation projects.



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 have suggestion boxes for sustainability ideas that will help us improve how we do things as a business. There's a prize each month for the best idea!



We've assessed the carbon footprint of our hero product, OASIS® Ideal Floral Foam Bricks, so that we can work on reducing it.

# 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



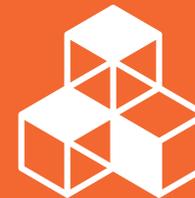
**7** AFFORDABLE AND CLEAN ENERGY



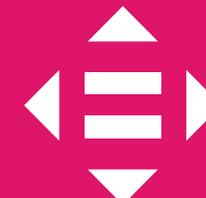
**8** DECENT WORK AND ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**10** REDUCED INEQUALITIES



**11** SUSTAINABLE CITIES AND COMMUNITIES



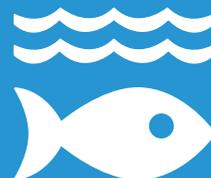
**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**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



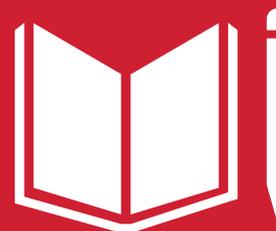
Ensuring sustainable production through efficient use of natural resources and responsible consumption that prevents as much waste as possible.

## 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

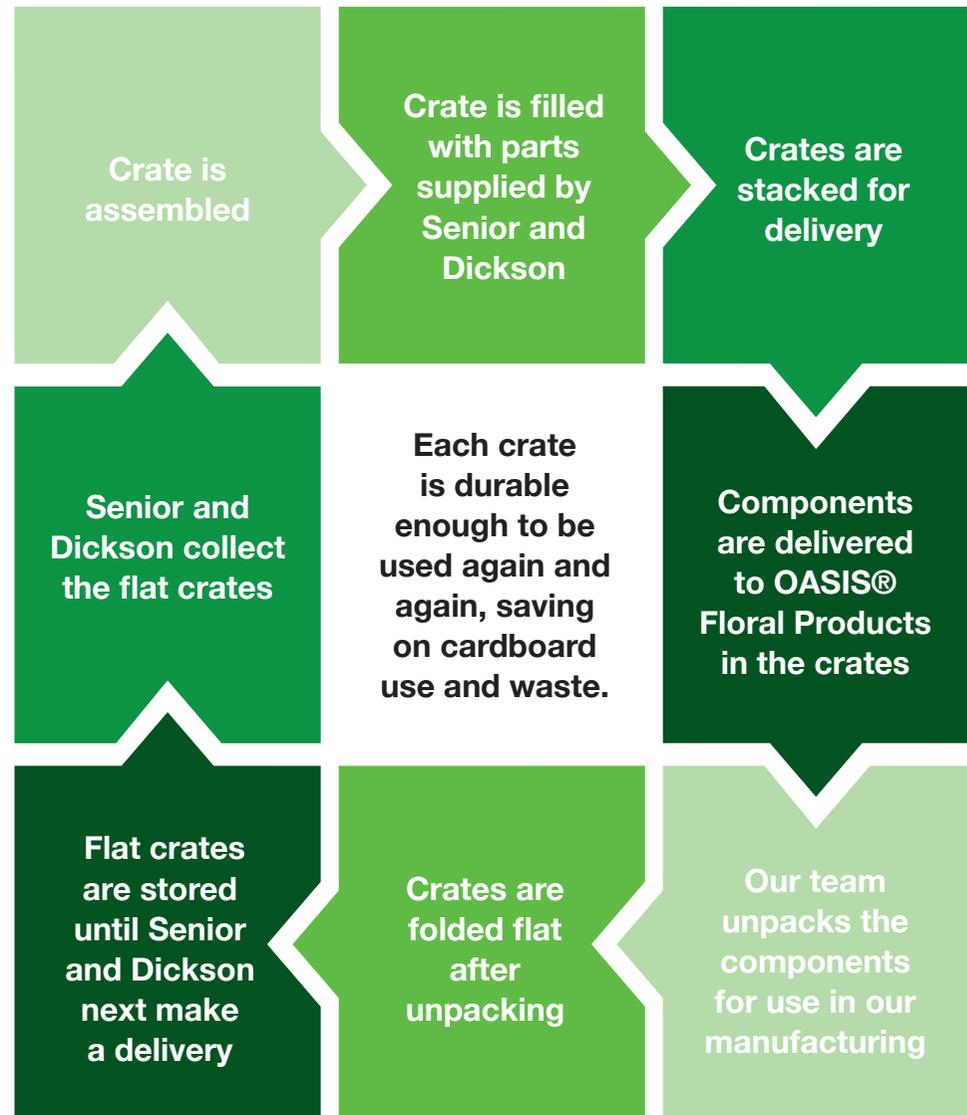
# Consumption and Production **Case Study**

We are operating our first circular economy system with our supplier Senior and Dickson. Circular economies operate by reusing materials rather than disposing of them, keeping those resources in a cycle instead of allowing them to go to waste.

**Instead of using cardboard boxes as packaging, our supplier sends us the parts we need in collapsible, reusable crates, which are then returned and used again and again!**



## How it **works...**



# 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

# Education

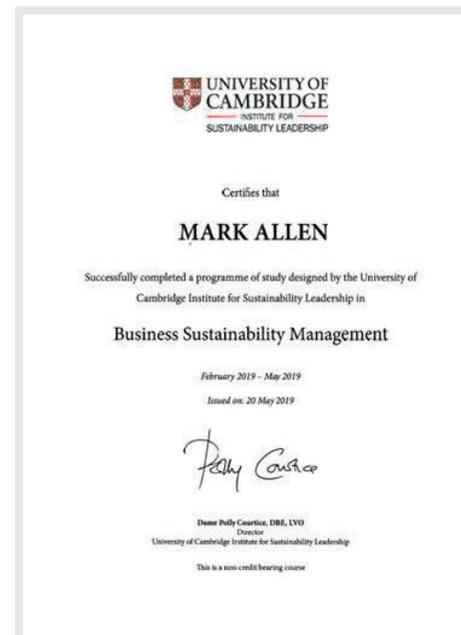
## Case Study

We felt that to really take sustainability seriously as a company, we needed to educate ourselves, and needed dedicated, knowledgeable people on our team. We decided to look for formal training that would provide us with the expertise required and found the Business Sustainability Management course by Cambridge University.

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

Three team members have completed this course to date, and can now put their expertise to use in their respective departments.

They have also shared their knowledge with the rest of our team, **helping to spread sustainability awareness throughout the business.**



# 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 Sustainability 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, post a suggestion form in your nearest box.
- **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](mailto:contactuk@oasisfloral.co.uk)



You &  
**OASIS**<sup>®</sup>  
FLORAL PRODUCTS  
...the perfect arrangement

The  
**BIG** *green*  
PLAN 