



Our Sustainability Plan

Published October 2022



# A little about us

**We are Interflora, part of The Wonderful Company, with two floral gifting brands here in the UK and Ireland.**

At Interflora we believe in flower delivery that's different. So every single one of our bouquets is handcrafted on your local high street by an artisan florist to create truly beautiful moments. This means that over the 100 years we've been around, we have brought people together through the gift of flowers, as well as supporting local florist businesses across the UK, Ireland and the world, championing their skills, and helping them grow and change with the times.

Our brand Flying Flowers started in 1981 on the island of Jersey, when holidaymakers started sending carnations home instead of postcards. 40 years on we're still spreading happiness having delivered millions of beautiful bunches.

Whilst gifting flowers is a timeless gesture, over the years, our brands have seen lots of change. And right now, a big shift is needed to protect our earth. We recognise that there is a collective responsibility and an important role for us to play to nurture it, ensuring we can deliver gorgeous, meaningful flowers long into the future.

Along with our colleagues, customers, florists, suppliers and partners, we want to make conscious decisions that care for the environment and so we're building sustainability into every aspect of our business.

Our new Sustainability Plan builds on all the work we've already done to create connections and support local business, growing our flowers into an even greater force for good. Every day, we're making sure that the work we do, and the materials we use, can have a positive impact on our communities and our planet. Inspired by our flowers, we are determined to do everything we can to protect the world in which they grow.

**“ Our Buds of Change Sustainability Plan has grown through conversations across the business and further afield. We've embraced the challenges and incorporated the ambition to drive continuous change where it matters. ”**



**Rhys Hughes**  
President



Making  
*beautiful things happen*

for hundreds more years to come



# The impact of the flower industry

**From field to florist to that someone special, we are aware of the impact that sending flowers has on the world around us. Cut flowers come from a wide variety of sources and, like food, they are an agricultural product often grown on a large scale. As such, commercial growers can generate a negative impact on the environment.**

Carbon emissions are one of our most significant issues, with many flowers grown abroad and imported. UK grown flowers currently make up a small amount of our total supply, but increasing this is something we are working towards.

Flowers grown outside the UK are often grown in water-scarce locations, meaning that as the climate crisis intensifies, floriculture faces a multitude of challenges. Weather extremes, lack of rainfall and rising temperatures will inevitably impact their availability and quality, as well as the lives of the communities that grow them.

It is vital to consider workers' conditions, ensuring that high standards are maintained that support employees across the global supply chain.

Packaging also presents a challenge to the industry with many traditional products being non-recyclable. That's why switching to recyclable, reusable and biodegradable alternatives - or removing packaging altogether - is so important. Our gift boxes are already made of recycled and recyclable materials; our cellophane and flower food sachets break down naturally; and our signature gift ribbon is 100% recycled.

## The journey of a flower:



### Plant

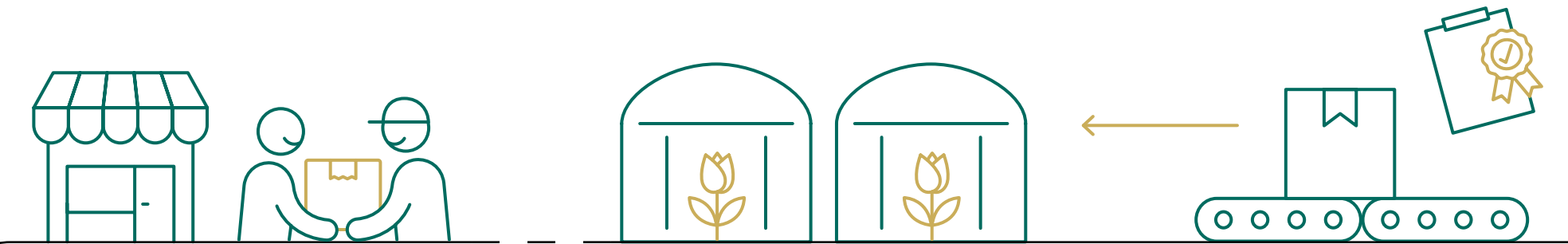
Flowers begin their journey many months in advance, growing in countries from the UK and the Netherlands to Kenya, Ethiopia, and Ecuador

### Harvest

Once flowers are ready they're harvested and stored at very low temperatures to prevent them from blooming

### Transport

Leaving the farms, the flowers head for the local port or airports ready for distribution



### Sale to florists

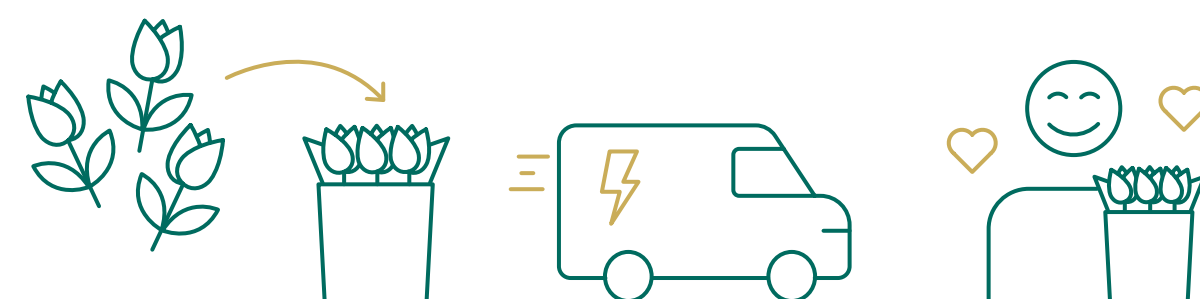
Flowers are delivered to florists around the country or florists purchase flowers from flower markets

### Primary distribution

Flowers are transported to wholesalers for their onward journey to florists

### Entry

Following the flowers arriving in the country of sale, dormant flowers travel through customs before they leave for wholesalers



### Distribution and preparation

Flowers are made into bouquets by florists

### Purchase

Customers purchase flowers and either collect their arrangements or have them delivered

The role we can play in the

# sustainability movement

**Through our two brands, we are incredibly well positioned to drive change within the industry, and in order to keep delivering wonderful moments for longer, we know we must utilise them to do so.**

With our Flying Flowers model, we use a small subset of suppliers for our products. Selecting which suppliers we use, and working with them to ensure more sustainable practices, gives us direct control of what happens to our goods before they reach us.

In contrast, our Interflora florists are all independent businesses who create and deliver Interflora bouquets alongside their own local trade. This puts us in a unique position to be able to influence millions of recipients, florists, suppliers and communities all over the world.

We will be working in partnership with our florists to bring positive impact to their businesses, encouraging and assisting them to make positive changes. Our distinctive model enables us to bring people together on our journey, helping our business, local florists and the world around us to flourish.

We are so proud of the close relationship we have with our florists, and will work to strengthen it further as we identify solutions that can help reduce our impact and theirs, whilst helping to preserve and care for nature so our flowers can continue to bloom.

“ **Our Interflora brand is all about creating a real impact with a florist delivery of gorgeous flowers, working with florists on sustainable initiatives is a really exciting move for us.** ”



**Clare Lorimer**  
Business Account  
Team Manager

## Our Sustainability plan:

Here is a key to our Sustainability Plan, which shows how we'll unfurl change across three significant areas:



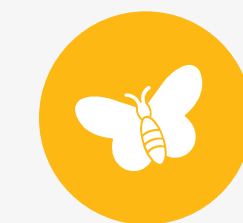
### Planting Strong Roots

Reducing our footprint for a more sustainable business.



### Nurturing Our People

Empowering our people to create better working practices.



### Growing with our Communities

Sharing our knowledge with customers, suppliers and the industry, embedding change into wider society.



# Buds of Change

# Our Manifesto

Meaningful change never comes from a single person, idea or organisation.

It comes from collective action – a group of people with shared values, and a shared vision.

As a global network, together with our florists, customers and recipients, we're in the perfect place to change our industry worldwide – and for good. We're reducing our impact and putting sustainable change into the hands of millions.

We're **planting strong roots**, ensuring that our direct impact on the planet is as small as possible, along with that of our supply chain.

We're **nurturing our people** to ensure a healthy workplace culture, and ensuring equal opportunities throughout the business.

And we're **growing with our communities**, supporting them through charitable contributions, volunteering, and aiming to reduce our scope 3 emissions.

**The buds of change are coming.**





# Planting Strong Roots

To help address our environmental footprint, we're setting targets across carbon, waste and plastic, water, biodiversity and our supply chains. These targets will not only help us monitor and reduce our impact but also support those who help grow, transport and create our bouquets.

We know that some of our actions are simply what legislation requires, but we are committed to going beyond the minimum requirements to truly make a difference for our people, communities and planet.

That's why we're also working closely and collaboratively with our florists, and other businesses around the world to identify solutions that can help reduce our impact and theirs. Our focus is on solving the issues we face, and on making their transition to sustainability easier.

Planting Strong Roots focuses on:

**Net Zero**

**Plastic & Packaging**

**Sustainable Supply Chain**

# Net Zero

**We know that climate change poses one of the biggest threats not just to our industry, which is so reliant on nature, but also to the world. Understanding and measuring our carbon emissions accurately will be essential for our Net Zero ambitions as we work to curb our impact on the planet.**

Our florists are independent businesses and as they all source their supplies independently, they are responsible for their own emissions. We can however play a role in helping them tackle their footprint (our scope 3 emissions). You can read more about this on [page 16](#).

## Jargon translator

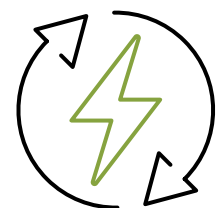
**Net Zero:** Achieving a balance where the greenhouse gases going into the atmosphere are equal to that being removed out of the atmosphere.

**Scope 1:** Direct emissions from owned or controlled sources e.g. gas in our office.

**Scope 2:** Emissions that a company causes indirectly when the energy it purchases and uses is produced e.g. electricity used in our offices and for our electric van.

Where we do have operational control (scope 1 and 2 emissions), we are actively identifying the ways in which we can reduce our emissions and ensure that we are using renewable energy.

## Our targets



# 100%

of our direct operational energy supply to come from renewable sources by 2023



# 4% reduction

in emissions per annum for direct operations



Achieve **net zero** before 2040 for scope 1 and 2 emissions in our direct operations

# Our Net Zero Update

In November 2021, our new electric-powered, zero carbon van arrived, replacing our old diesel van and saving 85 gallons of diesel fuel a year. It's nicknamed "The Green Machine" and although we know it's a small step, it will be making a difference to reduce our direct business impact. This builds on our switch to renewable electricity as we work to reduce our workplace impact.



In October 2022, we signed up to the British Retail Consortium's **Climate Action Roadmap** which includes our commitment to deliver net zero in our own operations and the products we sell by 2040. We believe that the roadmap and ongoing industry collaboration will be exceptionally valuable as we work towards our net zero ambitions in the coming years and are excited about the progress the campaign will enable.

# Plastic & Packaging

The floristry industry has a waste problem. From the invisible waste created by flower transportation, to the visible waste like single-use plastics - cellophane, flower food packets and floral foam which is one of our biggest challenges.

We know that plastic is causing damage to our wildlife, as well as the reliance that plastic has on the fossil fuel industry. That's why we're aiming to eliminate single-use plastic and introduce packaging that can be reused, recycled or composted. We are also beginning to explore opportunities to support the circular economy where possible.

## Jargon translator

**Durables:** A product that does not wear out quickly and can be reused over and over again. For us this means items such as our vases.

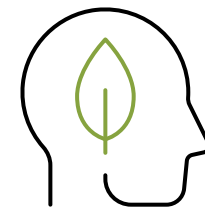
**Circular economy:** The circular economy works to see us move from a 'make, use, dispose' model to a 'make, use and remake' model. This shift sees us work to keep existing materials and products in use for as long as possible.

## Our targets



# 100%

of plastic packaging to be reusable, widely recyclable, or compostable by 2025



Implement, wherever possible, **circular business practices** for our durables to support and further the circular economy by 2025

## Our Packaging Update

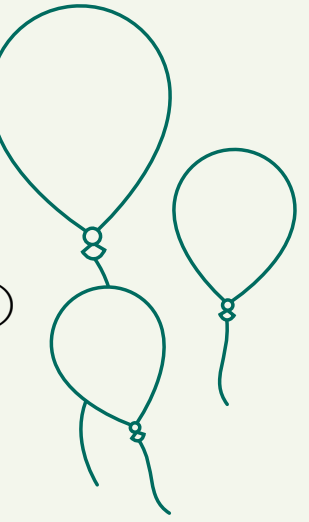
Around

# 134,250

plastic bottles have been prevented from entering landfill between December 2018 and December 2021 since we started making our signature gift ribbon in the UK using 100% recycled plastic.

# 2.3m litres

of helium (a finite, non-renewable gas critical to the medical industry) and 1.4 tonnes of single-use plastic saved annually following the elimination of helium balloons from our range in August 2021.



# 1.5 tonnes

of single-use plastic removed annually, since we switched all our flower food sachets to be biodegradable in August 2020.



# 86.4 tonnes

of cardboard saved by updating the size and shape of our hand-tied box and removing the inner fitment.



# 20% reduction

in our 'obligated' waste (the packaging that we have to monitor for government requirements) between our 2020 and 2021 waste audit. This annual audit highlights where we can improve, and shows if we have any particularly harmful waste.



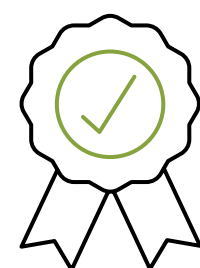
# Sustainable Supply Chain

**Even before the pandemic hit, the global flower supply chain was struggling with wages, weak social safety needs, food insecurity and poor quality of water and sanitation.**

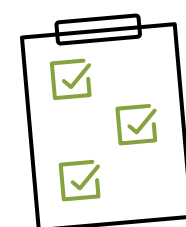
Yet it is these same supply chains which are essential to ensure our flowers are able to grow, bloom, travel and reach recipients around the world. Creating a fairer, more sustainable and more resilient flower supply chain is therefore not just the right thing to do – it also makes sound business sense.

To help build a more sustainable supply chain over the long term, we recognise the role we must play in supporting our business, florists and suppliers going forward to help create a more sustainable and equitable future for all.

## Our targets



Implement our **Supplier Code of Conduct** by 2023



Work with florists to establish minimum **sustainability criteria** for their suppliers by 2025

## Our Supply Chain Update

Over the past two years, we have reviewed all packaging used by our florists and in our wholesale business and made conscious decisions to remove, reduce or redesign them.

We're conscious of our reliance on other countries to supply products and the environmental impact that this can have to get them to the UK, so we're working to reduce the number of products bought from the Far East. Instead, we're working to source hard goods from the UK wherever possible, and from Europe if an alternative is required.

We continue to build relationships with suppliers who we know have a sustainability focus in their goods and sourcing, helping us to meet our ambitions.

Our robust Modern Slavery process is implemented each time we onboard a new supplier, and on an ongoing basis for high-risk suppliers like flower packhouses. This helps us to ensure that our supply chain practices are being met by all of the suppliers that we use. To find out more, please see our **Modern Slavery Statement**.



# Looking Forward for Planting Strong Roots

As we officially launch our Sustainability Plan this year, we will be working hard to establish our baseline data for energy, water and waste. This is fundamental for us to begin tracking and reducing our environmental impact, and to help us set our Net Zero ambition. By continuing to monitor our impact we will also identify and understand where the opportunities are to reduce our impact even further in the future.

For our plastics and packaging, we plan to continue testing a variety of new products that will enable us to remove some of the worst offending materials in our ranges. In particular, we will focus on floral foam, a product that is heavily used in floral arrangements but is currently not recyclable.

In the next year, we are also seeking to work with British flower growers to increase the proportion of British-grown flowers our florists use to create their floral gifts, helping to reduce our air miles and carbon footprint whilst also supporting British businesses up and down the country.

Finally, we're working to understand the whole-life impact of the products we use. Through this, we will identify possible opportunities to reduce our product and packaging environmental impact further.

“ It’s about becoming a change for good by developing robust sustainable practices across every aspect of our supply chains, beginning with flowers in the ground and flowing through to all other operations in our business model. ”



**Zara Taylor**  
Senior Supply &  
Wholesale Manager





# Nurturing Our People



We're working to build an inclusive company. We are continuing to create a culture that encourages all of our people (both colleagues and florists) to think of every single day as an opportunity to do something better and to make beautiful things happen. We want Interflora to evolve as a space for anyone, no matter who they are, or what their background is.

We know that for us to achieve our goals, we need forward-thinking ideas, no matter who they come from, and we need a culture which encourages and enables these ideas to grow and thrive, where everyone feels supported and like they are part of the Interflora community.

For us, our culture stretches beyond our direct colleagues to all the independent florists who make up our UK & Irish florist network. They are vital to pass on knowledge and build relationships with our customers and recipients, which allows us to create a business we are all proud of.

Nurturing Our People focuses on:

**Skills**

**Diversity & Inclusion**

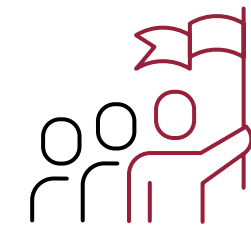


# Skills

We know that to create real change within our business and the world around us, we need the support and understanding of both our colleagues and our florists. That's why we are working to create specific sustainability training that will be relevant for all.

By equipping everyone with the knowledge and understanding of the topics that matter most in relevance to their roles, we have a far greater chance of reaching our business ambitions whilst also helping our community of independent florists develop their own businesses.

## Our target



All colleagues and florists will receive **sustainability training** by 2025. We will break this down into: management by 2022; staff by 2023; and florists by 2025

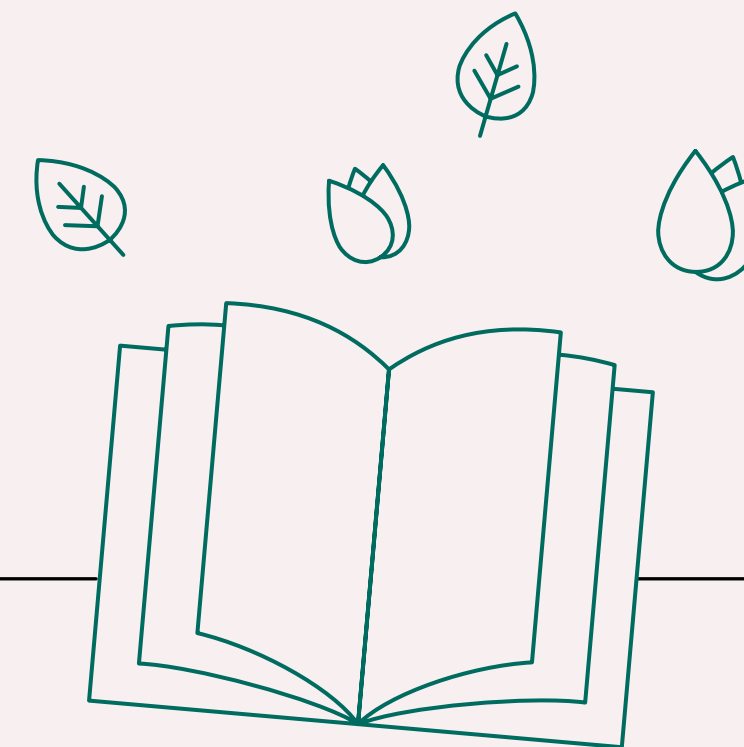
# Our Skills Update

Over the past year, our Senior Supply & Wholesale Manager has completed the CISL Business Sustainability Management course. The learnings from this course are now being used within our supply chain team, as we seek to identify possible solutions and opportunities going forward.

We have also been engaging with our colleagues across the business through a number of initiatives focused on Sustainable Living. These include the creation of our online Sustainable Living community, and the running of lunch-and-learn sessions to develop the conversation on the issues which affect us all both at work and at home.



To help provide colleagues with resources surrounding diversity and inclusion and the sustainability conversation, we recently opened our new office library, which is filled with book and film recommendations that have been shared over the past year. This space provides an enjoyable, inspiring and ever-growing source of reference for colleagues from all business areas, enabling them to continue to engage with the topics that are of importance to the business and in their own lives in a way that suits them best.



# Diversity & Inclusion

**We don't just want to be a diverse workforce, we want to be as inclusive as possible.**

We're determined to create a culture of inclusivity that enables everyone to thrive. We know that bringing diverse colleagues together can help give everyone the confidence to show up for work as their true selves, enabling them to not only enjoy their job more, but also to contribute further to our success.

This isn't something that's new to us. Our parent company, The Wonderful Company, are passionate about creating inclusive workplaces and have created an international community where we share insights and learning around diversity and inclusion.

This community, whose mission is to help us drive an even stronger culture of acceptance, equity and inclusion, has drawn more than 650 colleagues from every business unit and shared service.

Together, we are learning and implementing changes that will support colleagues across our organisations and help us ensure that anyone can find their place at Interflora.

*Jargon translator*

**Diversity:** Different characteristics in a group of people, including but not limited to race, gender identity, age, physical ability or attributes and sexual orientation.

**Inclusivity:** The involvement and empowerment of all individuals. An inclusive business values and practices respect for the talents, beliefs, backgrounds, and ways of living of its colleagues.

# Our Diversity & Inclusion Update

We know that for change to happen, we need to shift our business culture. This is no small task and it will take time, but it is essential to create the change we want to see.

That is why over the past year, we have begun examining our processes, policies and purpose. By doing this, we are identifying where we can change, and can continue to build on our progress so far.

We are also working to incorporate the British Retail Consortium best practice guidelines around diversity and inclusion into our business. We believe that the guidelines' different components - which focus on recruitment, progression, reporting, inclusivity, and responsibility - will help us to challenge our culture and biases holistically and embed diversity and inclusion into every aspect of our business, something we're committed to doing.



# Looking Forward

for Nurturing Our People

Over the next year, we will be focusing on upskilling and training our colleagues from across the business. We know that this is essential for us to achieve our ambitions and equip all colleagues with the skills and knowledge to identify new sustainability opportunities within their departments. We will be exploring training opportunities for all levels and job roles, starting with our leadership team. This approach is to ensure that our sustainability and CSR needs can be embedded and supported across all levels.

We will also continue to create and foster an inclusive culture across our business, working to identify and implement opportunities for change within our processes, as we strive to be as inclusive as possible.

“ Bringing our diverse group of people together will help us achieve more, being inclusive is important to us creating an environment for our colleagues to be their authentic selves. I am looking forward to the initiatives we have planned to get even better here. ”



**Dominic Weston**  
Director, Product and Supply





# Growing with our Communities

The first two pillars of our Sustainability Plan focus on what we're doing within our business, and our global florist network, to ensure we are working sustainably and ethically. But as a large business, our influence extends beyond the people we have direct contact with. This means we can grow our good even further.

Just like the act of gifting flowers, we want our business to demonstrate that we care for those around us and value the creation of deeper connections with others and our communities.

Our business model means that we are a community ourselves and we want to ensure that everyone we come into contact with, from florists to our supply chains, can leave a positive impact on the world.

We are also part of local communities. Through our independent florists who are based all over the UK and Ireland, to our head office based in Sleaford, Lincolnshire, we can play an important role supporting these communities through charitable contributions or volunteering opportunities now and in the future.

Growing with our Communities focuses on:

**Scope 3 emissions**

**Charitable giving**

**Volunteering**



# Scope 3 emissions

**With around 90% of flowers in the UK imported, we recognise the need to reduce our footprint. Working in partnership with our florists to address supplier emissions, we need to identify ways of collaborating and supporting them as we seek to create change.**

A key element of this is working with them to understand their individual needs and ambitions, and to help scale solutions that may not be viable for each individual florist.

As our Flying Flowers brand buys flowers directly, we're also working in partnership with MM Flowers, whose sustainability strategy sees a variety of environmental and social commitments. These include a focus on removing/reducing packaging, and a commitment to trialling sea-freighted flowers with the aim to understand its potential as a more environmentally friendly option for the future.

We know that the industry must adopt new, more environmentally friendly ways of working, which is why we are working within the industry to help make this happen. This includes being a member of **FSI 2025**, which sets out a series of shared goals that all members are committed to helping achieve by 2025.

## Our target



Set a **science-based reduction** for scope 3 emissions by 2023

## Jargon translator

**Scope 3:** Emissions that are not produced as a result of activities from assets owned or controlled by us, but that we are indirectly responsible for, up and down our value chain e.g. when we buy, use and dispose of products from suppliers. Scope 3 emissions include all sources not within the scope 1 and 2 boundaries.

# Our Scope 3 emissions Update

With the launch of our Sustainability Plan this year (2022), we are only at the beginning of our journey surrounding our emission reduction plan, including our Scope 3 emissions. Therefore, current progress has seen us focus on understanding what this could mean for our business, and identifying potential opportunities going forward.

With this in mind, we have just released a survey focussed on carbon impact, as we hope to identify sustainability champions from within our networks to help build momentum across the business and with our florists, moving forwards.





# Charitable giving

We believe in the power of flowers to connect people around the world, and to do good for those in need. That is why charitable giving is an essential part of our business.

The charitable giving and partnerships that we undertake, help us to give back to the communities that we serve. They help us to make a difference, whether big or small, to everyday lives.

## Our target



Working with colleagues, establish Interflora's ongoing approach to **charity giving and partnerships** by 2023



## Our Charities Update

Every year, all our colleagues are able to donate \$1,000 to a charity of their choice as part of the Wonderful Giving initiative, instigated by our parent company (The Wonderful Company). This initiative aims to help colleagues support local charities dear to their heart and has seen \$142,000 donated so far.

Both of our brands have worked with multiple charities including Breast Cancer Care, Help for Heroes and Marie Curie. Over the past few years, we have focussed on local charities

including Evergreen (supporting the elderly) and Rainbow Stars (supporting children with additional needs) which are both based in our home town of Sleaford, Lincolnshire, the location of Interflora HQ.

We will continue to support local and community-based charity partnerships going forward, in order to give back to and support our communities.

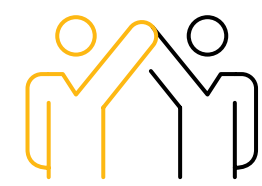


# Volunteering

**Giving back to the communities we serve is incredibly important to us. So, as well as our charity partnerships, we also want to ensure that our colleagues have the opportunity to volunteer and donate their time to causes they support.**

Over the next few years we will be working to establish our programme whilst creating a culture where all our colleagues are excited about volunteering to support initiatives which truly benefit others.

## Our target



# 15%

of the workforce volunteering by 2025, through an established volunteer programme



## Our Volunteering Update

Our new Sustainability Plan, and the inclusion of volunteering within it, has seen us reflect on what this could mean going forward.

We know that ensuring that volunteering opportunities are successful requires more than just providing the time for colleagues to participate. We will be focusing on creating a working culture where colleagues feel both able to and are eager to participate.



# Looking Forward

## for Growing with our Communities

Our Sustainability Plan will see our focus begin with our two pillars, Planting Strong Roots and Nurturing Our People. These two pillars and the initiatives within them will allow us to ensure that we are laying strong foundations and enable our people to develop the skills and knowledge required to help push forward our ambitions.

As a result of this approach, over the next year there will be less action within Growing with our Communities. However, we do still intend to begin understanding our Scope 3 footprint alongside our florists and supply chains, so that we will be able to identify opportunities in the future.

We will also continue to work with local charities, as well as further developing our charity initiative, Wonderful Giving. Doing this will ensure that as many colleagues as possible are taking part and donating funds to their chosen charities whilst the business continues supporting issues that matter to our local areas.

Finally, we will begin to think about the types of charity and volunteering opportunities that Interflora would like to be part of. We will explore and discuss these ideas with our colleagues as we look to Interflora's future.

“ The breadth of charities that benefit from the Wonderful Giving programme is absolutely amazing, each representing the most important cause for one of my colleagues. It doesn't get more personal than that and sets the tone for achieving our Sustainability Plan through collective action. ”



**Holly Dunlop**  
CRM Executive



# Get in touch

If you have any queries regarding our Sustainability Plan, please get in touch with us at:

**hello@interflora.co.uk**

