

PROTECTING OUR NATURAL WORLD

Our Sustainability Plan
June 2025



WHO WE ARE

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

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 planet.

Through our two brands, we are incredibly well positioned to drive change within the industry.



Flying Flowers started in 1981, when holidaymakers began sending carnations home from Jersey instead of postcards. 40 years on we're still spreading happiness with our beautiful bunches.

With our Flying Flowers model, we select which suppliers we use, and work with them to ensure more sustainable practices. This gives us direct control of the whole journey.



At Interflora, all our bouquets are handcrafted on your local high street by an artisan florist. For over 100 years we've been bringing people together through the power of flowers.

In contrast, to Flying Flowers, our Interflora florists are independent businesses, delivering Interflora bouquets alongside their own local trade. This puts us in a position to influence millions of stakeholders across the world. We work in partnership with florists to encourage and assist positive changes.



"Our 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."

Dominic Weston - Director Product & Supply

MAKING BEAUTIFUL THINGS HAPPEN BY PROTECTING OUR NATURAL WORLD

Our business is built on the beauty of the natural world.

This is how we're protecting it:

- Taking action within our own business and working with our colleagues and local florists to drive positive impact.
- Collaborating to find solutions to industry-wide challenges.
- Equipping local florists and customers with the tools, information and options to shift mindsets and make more sustainable decisions.

OUR PURPOSE

To make beautiful things
happen

OUR PRIORITIES

Protecting our natural world
Bringing people together
Championing individuality
Supporting our local
communities

OUR DNA

Trusted, Personal, Special

THE JOURNEY OF A CUT FLOWER

From seed to 'Say more'



Plant

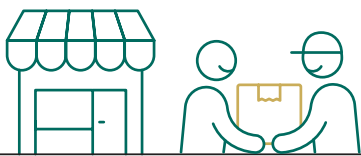
Flowers begin their journey many months in advance, growing in countries from the UK and the Netherlands to Kenya, Ethiopia, and Ecuador

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



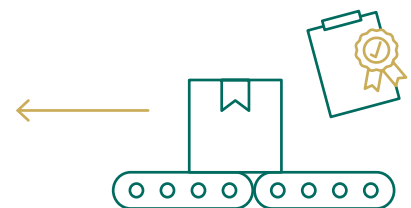
Sale to florists

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



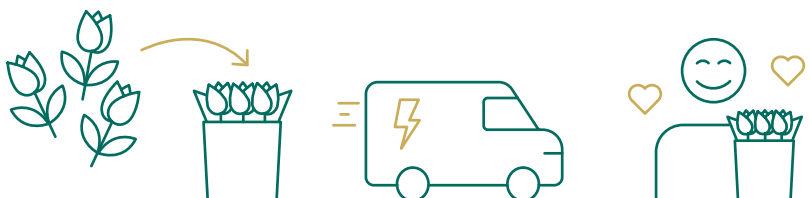
Primary distribution

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



HOW WE WORK



We cannot solve the challenges we face by ourselves.

Collaboration with other stakeholders in the floristry industry is crucial to shaping our future for the better.

We work directly with suppliers to manage the impact of our products and services. For example, in 2023/24 we worked with our plant supplier and packaging experts to redevelop our range of transit boxes and internal packing solutions, removing all plastic and reducing our cardboard use by 40%.

We participate in industry wide working groups on a number of topics including plastics, packaging and waste. We represent our florists in these groups, and using our voice and expertise to encourage and deliver positive change. For example, in 2024 we contributed to an e-booklet helping florists manage packaging and waste in their businesses.

We lend our voices to sustainability discussions in the retail environment and identify and connect sustainability focused businesses to facilitate further collaboration.

We lead the global 'Committed to a Better World' sustainability programme through Global Flower Services which connects National Units from 24 countries that use the Interflora brand. We manage the combined impact (and concerns) across key sustainability topics including Climate Change, Responsible Sourcing, Pesticides, Packaging and Florist Sustainability Certification.

TARGETS

NET ZERO TARGETS

Achieve Net Zero before 2040 for scope 1 and 2 emissions in our direct operations.

So far we've achieved our target of a 4% reduction in emissions per annum for direct operations.

We also hit our target of 100% of our direct operational energy supply coming from renewable sources by 2023. Our new target area is investigating ways of making our own energy (eg. Solar panels).

SUPPLY CHAIN CHARTER

In 2025 we're taking part in the GFS Florist Sustainability Scheme pilot which supports florists with training and certification in sustainable floristry.

Sustainability training was launched to management in 2022 and colleagues in 2024. We're leading the GFS Sustainability Certification to colleagues across global National Units which pilot training to florists in 2025.

PACKAGING TARGETS

100% of packaging to be reusable, widely recyclable, or compostable by 2030. Where solutions currently exist, we're actively seeking them out (floral foam).

Implement circular business practices for durables to support and further the circular economy by 2030.



WHAT WE'RE DOING NOW



MOST SUSTAINABLE FLORISTRY INNOVATION AWARD

In 2023 we launched our Most Sustainable Floristry Innovation Award at the Interflora World Cup, an award that now runs annually at key industry events in the UK.

The award seeks to identify, celebrate and support the many innovative approaches florists and other stakeholders in the floristry world are taking to transform the industry. It drives awareness of sustainable innovations with both florists and consumers and supports businesses with innovative ideas in raising their profile and generating industry interest and demand, supporting faster adoption. Innovations may be in product design, services, manufacturing or charity work.

FLYING FLOWERS SAVING BEES

Bees are in decline on a global scale and in the last 10 years the UK has lost a third of our bees. The biggest impact to their health is habitat loss in woodlands and urban environments.

Flying Flowers is on a quest to 'bee noisy'. Through free learning resources for primary schools, we are encouraging the next generation to make positive changes to their natural environment and save our wild pollinators. Created in partnership with teachers, our 'Bee A Superhero' activity pack is set to inspire young minds whilst seamlessly aligning with the current school curriculum.

LEADING THE 'COMMITTED TO A BETTER WORLD' SUSTAINABILITY PLAN

We are coordinating the 'Committed to a Better World Sustainability Framework' in collaboration with Fleurop-Interflora businesses in 24 countries. The initiatives we are introducing are aimed at bringing about ethical and responsible trading, across 5 workstreams tackling:

1. Climate Change
2. Florist Sustainability Certification
3. Responsible Sourcing
4. Pesticides
5. Packaging

We worked with Columbia University to develop recommendations for a safety policy to help minimise the exposure of florists and other stakeholders to harmful pesticides (PPPs). A global safety council has been created to manage testing and pesticide reduction activities.

EDUCATION

In May 2025 we undertook some training with Coventry University's Centre for Agroecology, Water & Resilience, and The Sustainable Flowers Research Project.

The training was focussed on better understanding the wider implications of the use of plastics in floriculture and floristry, and explaining the various different types of terminology, recyclability, and legislation that is involved in plastic use.

The goal of the training was to help

develop our own knowledge in order to replace or remove plastics from our ranges, and to have educated conversations with suppliers about the most sustainable options

REDUCING HEAD OFFICE CARBON FOOTPRINT

In 2021, we replaced our diesel van with a new electric powered, zero carbon van nicknamed "The Green Machine", saving 85 gallons of diesel fuel a year. We have also switched to renewable electricity in our head office 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.



WHAT WE'RE DOING NEXT

PLASTICS AND PACKAGING

In August 2021, we stopped selling helium balloons. This has saved 2.3m litres of helium (a finite, non-renewable gas critical to the medical industry) and 1.4 tonnes of single-use plastics every year.

In 2024, we removed all plastic trays from our Interflora Chocolate ranges; only plastic remaining is the outer plastic wrap to seal and protect the contents from damp.

We removed additional cardboard fitments and plastic bubble wrap from our Dropship plants boxes, replacing with a paper-based box fill solution

In 2025, we removed plastic picks from our florist fulfilled bouquets and replaced with wooden picks/pegs

We removed plastic shrink wrap from our new care wallets, which are also now made with FSC board and certified carbon-balanced



We're working to improve the sustainability of all our hard goods, including transit packaging and florist sundries (ribbon, wrap, vases and gift boxes).

Our focus is identifying the items with the most negative impact on our planet, and replacing them with sustainable and circular alternatives wherever possible. We're already seeing results from our ongoing work, with the amount of packaging per product reducing from 2022 to 2023.



SUSTAINABLE SUPPLY CHAINS

To ensure we're partnering with suppliers that share our values, we're creating guidelines for our expectations on environmental and ethical requirements.

We'll provide a clear set of minimum expectations and stretch targets across various ESG topics, including emissions & resource use, plastics & packaging, DE&I, and ethical trading.

INCREASING BRITISH STEMS

A huge proportion of flowers bought by consumers in the UK are imported from as far afield as Ecuador, Colombia, Ethiopia and Kenya, whether they're purchased in florist shops, supermarkets or at the local market.

We're on a mission to increase the volume of home-grown stems used in floristry today, to reduce the carbon footprint of the beautiful bouquets our florists are creating, and to support our local business communities. We will approach seasonal product development with a 'British first' lens. We will help our florists to access British grown stock, and will raise public awareness of the beauty and benefit of British stems.

REDUCING RESOURCE USE

Further reducing the amount of energy, water and waste we consume and dispose of in our direct operations, at Head Office and at our Product Development & Photography Unit.



WHAT'S COMING IN THE FUTURE

ALIGN FLOWER PURCHASING TO FSI COMPLIANT GROWERS

Working with the Floriculture Sustainability Initiative (FSI) to ensure florists and dropship suppliers are able to source floral and plant stock from a responsible, ethical and transparent floriculture supply chain.

SUSTAINABLE BUSINESS GUIDES AND RESOURCES FOR FLORISTS

We will work with other stakeholders in the industry to create genuinely useful documents to assist florists in where to start, and things they can do within different areas of their work, like funerals and wedding work. We will connect florists with organisations that can help with aspects of floristry like managing green waste.



FLORIST SUSTAINABILITY CERTIFICATION

Supports our florists on their sustainability journey to a sustainable florists' network.



MAKE ALL SUNDRIES SUSTAINABLE

We'll review our existing sundries range with a 'cradle to grave' lens, and ensuring all new sundries are created through this lens, we will minimise the environmental and social impact our finished consumer products have on our planet and communities.

REDUCE THE CARBON FOOTPRINT OF OUR DIRECT OPERATIONS AND EMPLOYEE TRAVEL

Aiming to transition to a zero business at Scope 1, 2 and limited scope 3 in order to reduce the impact of our direct operations on the planet.

INTERNAL SUSTAINABILITY TRAINING

Ensuring all of our colleagues receive sustainability training on how we can make a positive contribution to our environment, both as individuals and collectively as a business.

MEASURING CARBON FOOTPRINT OF OUR BOUQUETS

Collaborating with Global Flower Services (GFS) on the development of a tool to measure the Carbon Footprint of any bouquets sold. Measuring CO2 (kg's) in flower production and distribution to main country hub.



We know that although we've started making good progress, there's still plenty more to do in all areas of the business.

We recognise the size and scale of the challenge, but we know that it is essential for our business and the planet to succeed.



GLOSSARY

CARBON FOOTPRINT

Carbon footprint is the total amount of GHG emitted by an entity.

CIRCULAR ECONOMY

Finding ways to reduce waste and pollution and keeping products and materials in use rather than throwing them away.

CLIMATE NEUTRAL

Achieving parity between GHG emissions and removals. Easier to achieve than 'net zero' as it allows others to emit less CO2 on your behalf (known as an offset).

CO2E (or CO2-equivalent)

A metric used to convert global warming potential of other greenhouse gases into a comparable format.

CSR (Corporate Social Responsibility)

Businesses operating in ways that enhance society and the environment, instead of contributing negatively to them.

ESG

Environmental, social and governance factors.

GREENHOUSE GASES (GHG)

Gases that trap some of the heat the earth radiates, leading to the earth being warmer than it otherwise would be. The primary greenhouse gases are carbon dioxide (CO2), methane (CH4) and nitrous oxide (N2O).

GREENWASHING

The practice of making misleading or deceptive claims about the environmental benefits of a product or service.

HUMAN RIGHTS DUE DILIGENCE

Human rights due diligence is a way for organisations to proactively manage potential and actual adverse human rights impacts with which they are involved.

NET ZERO

Net zero is achieved by reducing the level of emissions a company or country creates to as close to zero as possible, with any residual amounts emitted matched by removal.

SCOPE 1

Direct GHG emissions that occur from sources controlled or owned by an organization.

SCOPE 2

Indirect GHG emissions associated with the purchase of electricity, steam, heat, or cooling.

SCOPE 3

Emissions that result from activities of assets not owned or controlled by the reporting organization, but that the organisation indirectly impacts in its value chain. These emissions often represent the majority of an organisation's total GHG emissions.

STEWARDSHIP

The responsible allocation, management and oversight of capital to create long-term value for clients and beneficiaries, leading to sustainable benefits.

SUSTAINABILITY

Resource utilisation that meets the needs of the present without compromising the ability of future generations to meet their own needs.

SUSTAINABLE FINANCE

Sustainable finance involves assessing ESG factors in financial decision-making processes with the aim of contributing to a more long-term approach to direct investments and debt financing of projects and companies.

