



FloraLife
sustainability
plan **2025**



A message from **Jim Daly...**

Our industry is changing rapidly with one of the key driving forces being sustainability. Our impact on the planet is being measured more than ever.

As a company, it is time that we not only focus on our footprint but also bring the efforts inside of our culture, our learning and business planning. The past 2 years have been eye opening. Operating through a sustainability lens has allowed us to identify new opportunities to grow while pursuing our stewardship responsibility. I can't stress enough how important it is that all FloralLife stakeholders, internal and external are educated on our impacts on the planet.

I look forward to working with our partners big and small over the next 5 years and beyond.

Jim Daly, March 2020



THE FLORALIFE SUSTAINABILITY COMMITMENTS



**WATER
STEWARDSHIP**



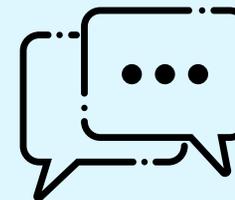
**PRODUCT
PORTFOLIO**



**SUSTAINABLE
PACKAGING**



**CLIMATE
CHANGE**



**STAKEHOLDER
AWARENESS**



INTRODUCTION...

Servicing every channel in some shape or form along the distribution chain from harvest to home, FloraLife holds a unique position in the global floriculture industry. Over the next couple of decades, FloraLife is committed to improving its environmental and social footprint. The FloraLife 2025 plan and all its goals are the first step toward it.



**CLIMATE
CHANGE**





CLIMATE CHANGE

We have partnered with Carbon Footprint Ltd. Who is helping us gain an independent and thorough understanding of our current greenhouse gas (GHG) emissions. This enables us to set long-term but achievable goals to help improve our carbon management and reduce, if not negate, our impact on global climate change.



“1041 tons of CO₂ offset through various carbon neutral projects”

EMPLOYEE TRAVEL

Welcome to the digital age! In an effort to reduce the travel footprint of our employees, we are taking the following steps:

- Commitment to increase the use of available technology whenever and wherever possible.
- FloraLife restructured the organization to better service our global markets.
- We are mapping our employee carbon footprint to see how we could further improve.

SUPPLY CHAIN

Through 2025, we are committed to reviewing the efficiency of our supply network, leveraging our footprint and consolidating shipments.

PRODUCT CARBON FOOTPRINT

Where possible circular economies will be implemented, and products will achieve carbon neutral certification.



Carbon
Neutral
Product



Launched carbon neutral products



CLIMATE CHANGE GOALS



COMPLETE
carbon footprint
assessment
of GLOBAL FLORALIFE®
EXPRESS 200 RANGE

FloraLife® Express 200 is our first product range to have its carbon footprint assessed.

2020



COMPLETE
carbon footprint
assessment
of GLOBAL FLORALIFE®
PACKET RANGE

The global FloraLife® packet range will be the second category of products to be carbon footprint assessed.

2022



CONTINUE
carbon footprint
ASSESSING

Following the FloraLife® Express Clear ULTRA 200 carbon footprint assessment, we will continue assessing products to further understand our carbon footprint picture.

2021



The Floralife® branded paper packets will be the world's first carbon neutral flower food packet.

2023



FloraLife® Express Clear ULTRA 200 is the world's first carbon neutral storage and transport solution.

2021



RE-ASSESS
FloraLife®
EXPRESS CLEAR
ULTRA 200
carbon footprint

It is important to re-assess carbon footprint of products to measure improvements. FLoraLife® Express Clear Ultra 200 will be reassessed.

2023



**WATER
STEWARDSHIP**



WATER STEWARDSHIP

It is estimated that only 3% of the world's water is freshwater, with the majority of that being locked in the ice caps. It is therefore critical we play our part in reducing our water footprint by conserving where possible.

Our products are composed of many ingredients, including water. Additionally, large volumes of water are being used in the industry. Adopting proper postharvest protocols would reduce these high volumes.





FLORALIFE® PRODUCTS

It is no secret fresh-cut flowers require large quantities of water to remain hydrated and healthy as they flow through the flower supply chain from farm to vase. A key benefit to using FloraLife® products is to significantly extend the shelf life of the use solution used in buckets and in vases, allowing more stems to be treated by the same solution for longer.

OPTIMALLY CONCENTRATED PRODUCTS

In an effort to reduce our global water footprint, we have decided to further concentrate products whenever possible. The advantages of concentrating products are numerous. This action will not only improve water footprint but also reduce freight and packaging.

FLORALIFE® TRANSFORMER

FloraLife® Transformer 100 is our circular economy product/process specifically tailored to key customer businesses. The process is simple but proven effective: collecting used hydration or feeding solution, then filtering and treating with FloraLife® Transformer to be re-used again. Three easy steps is all it takes!



Launched FloraLife® Express Ultra 300 and FloraLife Crystal Clear® Ultra. More concentrated, less wasted water.

“Over 15,000 gallons of water per year saved in an improved manufacturing cleaning process”



WATER STEWARDSHIP GOALS

Facility 
water usage study
COMPLETE
and **TARGETS SET**

We are assessing our water usage at all of our sites and putting measures in place to reduce our usage.

2021

Assess all 
FloraLife®
liquid products
for **OPTIMAL CONCENTRATION**

We aim to achieve optimal concentration of all liquid formulations, meaning product are at their ideal concentration and water is not wasted.

2025

FloraLife® 
industry
water usage study
COMPLETE
and **TARGETS SET**

Working closely with industry partners, big and small, we will determine how much water is used postharvest and can be saved.

2022

HELP KEY ACCOUNT
REDUCE WATER
USAGE 
IN THEIR OPERATION

Working closely with industry partners, big and small, we will assist in reducing their water consumption through their operations.

2025

HELP 
500+
florists
save water

Working closely with Smithers-Oasis UK, we will help 500+ florists save water in their operation. We will apply these learnings to other Smithers-Oasis units around the globe.

2025





**PRODUCT
PORTFOLIO**





PRODUCT PORTFOLIO

Products focused on reducing industry waste

We are working with our customers to identify ways to reduce waste. The FloraLife & You program includes a sustainability section where these concerns are addressed, and solutions found through innovative protocols and tailored FloraLife® product use.



“30 million plastic packets (and counting) removed from the supply chain thanks to the launch and conversion to recyclable paper packets”



**Became Fairtrade Certified
and launched FloraLife®
Fairtrade product range.**

**Launched FloraLife®
LeafShine Silicone Free**



RE-FOCUS ON NEW PRODUCT DEVELOPMENT

More than 80% of the environmental impact of a product is determined at the design stage (European Commission, n.d.). When innovating new products, we realize there is an opportunity for us to be more proactive with regard to sustainable practices.

We are committed to incorporating sustainability criteria into our product development processes. Additionally, we have arranged sustainability training for all FloraLife decision makers.

PRODUCT RANGE

We strive to be transparent with our position on sustainability and believe that there is no better way to convey the message than through our products. We are continuously assessing our current and new products against 8 sustainable attributes:

- Impact on industry or organization water footprint.
- Impact on industry waste reduction.
- Presence of sustainable packaging.
- Presence of sustainable (i.e. biodegradable, naturally derived, etc.) formula/composition.
- Adherence to circular economy.
- Carbon footprint assessment complete and targets set.
- Carbon footprint targets achieved over time. We will assess and improve our entire product range used from farm to consumers.



PRODUCT PORTFOLIO GOALS

**Biodegradable
contents study
COMPLETE**
and COMMUNICATED



FloraLife® flower food packet formulations will be assessed to the ASTM D5511 biodegradability standard and communicated to our customers.

2021

**IMPROVE 20
product ranges
sustainable
attributes**



We will improve the sustainable attributes of at least 20 product ranges.

2025

**FAIRTRADE®
product
range
LAUNCHED**



FloraLife® holding and feeding solutions will be available in a Fairtrade® formulations.

2021

**Key accounts to
REDUCE
waste** →  ←
in their operation

We will actively work with key accounts to help reduce floral waste in their operation.

2025

**Industry
waste study
COMPLETE** ✓
by **2025**



Working closely with industry partners, big and small, we will determine how much floral waste is generated and what can be reduced.

2023



SUSTAINABLE PACKAGING





SUSTAINABLE PACKAGING

While packaging could be considered part of our product range, we decided it was so important it needed its own commitment and direct focus.

All FloraLife® product packaging will be assessed for its impact on the environment and improved upon as needed.

“Over 46,000 bopp labels removed since starting the plan in 2020”

put your **waste** in the
RIGHT PLACE



Containers now include post consumer recycled content



REVIEW ALL PRODUCT PACKAGING

FloraLife is committed to following the reduce, reuse and/or recycle principles when design product packaging globally.

We are carefully considering how to implement changes to reduce our plastic output while still offering a variety of solutions for our customers.

SUPPLIER INTEGRATION

An integral part of the success of reaching our sustainable packaging goals is our suppliers. Achieving success with our 2025 plan wouldn't be possible without their continued support, collaboration and innovation.

We have hand-picked suppliers who offer cutting-edge innovations in the sustainability space.



“Over 12,000 5 gallon buckets are now reusable by florists each year due to a simple lid tear strip change. That’s more than 26,400lb of plastic able to be reused per year!”



“Same Ethylbloc™ Truck Kit, less plastic packaging”



SUSTAINABLE PACKAGING GOALS

REDUCE 
REUSE AND/OR RECYCLE
all packaging
by **2025** 

All FloraLife® product packaging will be assessed and improved upon based on the reduce, reuse and/or recycle principles.

2025

All suppliers 
onboard with
sustainability
PLAN AND GOALS

We've found our suppliers to be a source of great insight and learning when approaching our packaging improvements. All suppliers will be on-boarded with our plan.

2025

REMOVE
100 MILLION
pieces of plastic
by **2025**  

We are committed to removing 100 million pieces of plastic from the supply chain by 2025.

2025

DEVELOP 
a deep understanding of
PACKAGING 
and its future

Packaging trends are changing fast. We will stay ahead of the curve and continually improve on our offering.

2025

Attend **5**
packaging
innovation
TRADE SHOWS 

Packaging shows tend to set the scene for the coming year. We will keep ourselves up to date on new innovative technology.

2025

PAPER,
PAPERBOARD 
and **cardboard**
responsibly sourced

Globally, all paper, paperboard and cardboard are for packaging will be sourced from forests engaging in sustainable forest management.

2025



STAKEHOLDER AWARENESS





STAKEHOLDER AWARENESS

Collaboration fuels sustainable development. Without it many players could be moving in conflicting directions and reinventing ideas or technology that could have easily been shared.

We are committed to bringing our employees, suppliers and industry partners on the same journey. Additionally, we are aiming to be transparent, keeping our stakeholders informed with our progress, sharing learnings and receiving valuable feedback that will keep us on the right track.

Check out our sustainability webinars on YouTube!



Webinar: Coffee with International Panel



Webinar: Coffee with International Panel



Webinar: Fairtrade in the Floral Industry



FloraLife Webinar: Peonies



Webinar: Carbon Footprint



Webinar: Sustainability in the Floral Industry



Webinar: Sustainability inside your Floral Shop



Completed Business Sustainability Management at the Institute for Sustainability Leadership, University of Cambridge

INTERNAL COMMUNICATION

The essence of the FloraLife 2025 plan is to re-shape our thinking and company culture. We aspire to have sustainability ingrained into our identity and we strive to have it lead us in our decision making. Internally, we communicate the successes and challenges our sustainability journey is facing. We also provide training and up to date information on trends and issues.

EDUCATION

All levels of the FloraLife organization receive sustainability related training on a regular basis and are involved in sustainability related projects.

EXTERNAL COMMUNICATION

Our stakeholders' involvement in this initiative is paramount. Monthly e-blasts and press releases will not only plot our progress and mark our achievements but invite healthy debate as we navigate the learning curve.

Over the years we have hosted many sustainability focused webinars to help educate and reduce the environmental footprint of all industry players.

FSI 2025

We are a proud member of FSI2025, the Floriculture Sustainability Initiative. Collaboration is one of the strongest activities an industry can do to move in a more sustainable direction.



Mark Allen, Global Product
and Sustainability Manager



Emma Bradford, Technical
Support Representative



STAKEHOLDER AWARENESS GOALS

12
Internal
sustainability
webinars
COMPLETE

We are committed to developing a sustainable focuses culture. Education is key to this success.

2025

5,000
HOURS
dedicated to
sustainability

5000 man hours are dedicated to sustainable development, focus and education. This includes employee from all areas.

2025

12
External
sustainability
webinars
COMPLETE

Bringing all stakeholders on the same page is the quickest way to succeed. we will host many education and updates webinars over the coming years.

2025

Report
progress
EVERY
year



Every year we will briefly summarize current progress on goals and highlight some of our key activities over the past year.

2025

AT LEAST 3
members of the staff
WILL ACHIEVE
a professional sustainability
FOCUSED QUALIFICATION



Continuous education will help drive our progress. At least 3 members of staff will achieve a professional sustainability focused qualification from a reputable education body.

2025



FloraLife[®]
Postharvest Products

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