

Sustainability charter

Flowers by Iberis

January 2022

We're serious about sustainability and as such practice ethical business based upon several sustainable floral design principles. We passionately care about the environment and our role within our community and as such have forced the following practice within our business.

Why?

We choose sustainability because we are acutely aware of the environmental footprint business can have. When we investigated floristry as a business, we looked at the lasting impact it has on the environment, and we were quite surprised at our findings. Our thoughts, like others were, how can flowers and the floristry business have such an impact on the environment? But they do and the use of foam and plastics in the industry is a huge problem and needs to be challenged and talked about. Most florists now have an eco-range or are changing their packaging and practices to ensure this is minimal but with wholesale stocking products containing plastics and practices being easier to do using floral foam it can be a difficult thing for everyone to change and adapt to with any urgency. That's why from the off we have been a sustainable florist so that we didn't fall into the trap of doing things for ease, saving time or looking/feeling prettier if wrapped in cellophane and plastics.

That's when we personally decided that if we were going to start a floristry business, we would do everything and anything not to add to the environmental issues already caused by the use of plastics and foams in business.

Believe me, sometimes that has come with it's difficulties when trying to create huge arrangements that you know could be created in minutes using floral foam but will take more time using wire or twigs BUT it has been worth it as we have stayed true to our values and have learnt new and upcoming practices along the way from the likes of @Josephmassie.

Waste & plastics

All our waste is composted or deposited at our local recycling centre. We reuse what we can where we can and are thrifty when using any materials for wrapping and packaging our products.

We use no plastics in our packaging, we use paper to wrap bouquets and they are tied with raffia or twine.

We use no floral foam and instead use chicken wire, twigs and flower frogs to make our arrangements structures.

Provenance of flowers

We forage, grow our own, use local flower farmers for big events such as weddings and celebrations, we choose British grown seasonal flowers.

In the winter months we use berries and foliage that is foraged and we also buy from wholesale, and we choose fairtrade flowers that support local flower farmers in Kenya and Columbia. Fairtrade-certified farms receive a premium of 10% for every stem sold, which allows workers to invest in healthcare, education in developing countries such as Colombia, where the flower industry is helping farm workers and their families to have access to healthcare and education. Everything we buy and choose is done with our ethical values and sustainability in mind.

We grow our own spring, summer and autumn flowers and foliage and forage for bouquets and the Friday flower round. We are not flower farmers perse as we don't have the land and still have some learning to do around flower farming but we use flower farms such as @wattsinbloom and @Bostocksunflowerfarm who are local to us and grow amazing sunflowers, cornflowers, zinnias and Dhalia's.

We deliver our products using a diesel van and not an EV – Unfortunately the cost of an EV is huge for such a small business, and some would question the sustainability of EV's overall but I will leave that argument to the more knowledgeable in engines, petrol, batteries and cars – My brother in-law and not me 😊

Chemicals

We use no chemicals. Everything used to condition flowers can be found in your home such as lemon, apple cider vinegar and sugar or just water depending on the flowers we are conditioning.

When preserving, pressing, and drying flowers no chemicals are used, we use heat, time and creativity to preserve and dry.

Community impact

At Iberis we make Beewaggle seed balls as products and giveaways to local schools with every online bouquet order.

The Friday flower round is building a community of flower lovers who support sustainability and local businesses and want fresh flowers that will last longer.

We actively encourage debate around sustainability and sustainable business practices, and as such, if you have any questions, please feel free to get in touch with us @ Iberiswellbeing@outlook.com