

HIBISCUS FLORAL DESIGN

Sustainable Policy

At Hibiscus Floral Design, every bouquet, centrepiece, and installation is designed to tell a story — of love, joy, and the moments that matter most. Each arrangement is crafted with care, artistry, and intention, creating floral experiences built on trust, knowledge, and years of expertise.

Inspired by the natural world, we are deeply committed to sustainable floristry. From ethically sourced blooms to eco-conscious practices, every decision we make reflects our belief in balancing people, planet, and purpose. Sustainability isn't an add-on — it's woven into everything we do.

Our designs are textural, seasonal, and timeless, celebrating the beauty of nature while reflecting your personal style. Every creation feels effortlessly natural yet deeply considered.

At Hibiscus Floral Design, our aim is to connect people with nature. Each floral design is an opportunity to celebrate life's most meaningful moments in a way that is beautiful, thoughtful, and responsible.



What We're Doing Now

Seasonal & Local Blooms

From April to October, around 60–70% of our flowers come from trusted British growers located just 15 miles away. Sourcing locally helps reduce air miles, eliminate unnecessary packaging (no plastic wrap or elastic bands), and celebrate the beauty of seasonal blooms — all while supporting our local community of growers and businesses.

Sourcing the Finest, Near and Far

Some flowers simply thrive in climates beyond the UK. When this is the case, we work exclusively with international growers who uphold rigorous environmental, social, and ethical standards. This allows us to combine the best of both worlds — celebrating local abundance while sourcing responsibly from further afield when needed.

Fresh & Faux Designs

To reduce waste and extend seasonal possibilities, we thoughtfully integrate high-quality silk flowers alongside fresh blooms. These hybrid arrangements can be reused for multiple events, helping clients save money and minimise stem waste — without compromising on style, texture, or quality.

Potted Plants & Living Elements

We often include potted plants, herbs, or bulbs in our tablescapes and installations. These living elements can be cared for, replanted, or gifted as keepsakes, bringing lasting joy long after the celebration.

Eco-Friendly Techniques

We continually explore and refine sustainable design methods. Using materials such as moss, twig structures, water, compostable pouches, and chicken wire, we create striking, foam-free arrangements that are as eco-conscious as they are beautiful. Many of our structural elements are reused across multiple weddings, extending their lifespan and reducing waste. Each year, we also invest in training with leading sustainable floristry mentors to expand our knowledge and test new techniques ahead of client weddings.

Reclaiming & Recycling

We encourage clients to return reusable materials such as containers and chicken wire, which are cleaned and repurposed for future designs — closing the loop wherever possible. Our post-wedding gift wrapping service also uses recyclable, branded paper, ensuring every part of the process reflects our sustainable ethos.

HIBISCUS FLORAL DESIGN

Sustainable Policy



Waste, Recycling & Reducing Emissions

Embracing Recycling:

At Hibiscus Floral Design, we believe every item has a life beyond its initial use. All green waste is separated from cardboard and either recycled or composted, returning nutrients to the soil. Large boxes from flower deliveries are returned to wholesalers for reuse, packaging is repurposed to transport arrangements, and flowers delivered in water vessels are saved and incorporated into multiple installations over time.

Saving Every Drop of Water

Water is a precious resource, and we conserve it wherever possible. Any excess water from our floral preparations is used to water our gardens, while rainwater harvested from our home studio fills floral buckets and nurtures plants, ensuring every drop counts.

Reducing Emissions

Our delivery routes are carefully planned to use the most direct paths, minimising fuel emissions. Wherever possible, we collect British flowers en route to venues to create arrangements in situ, reducing travel and fuel use.

Cutting Out Paper

We have streamlined our processes to reduce paper waste. All documents are sent electronically, improving efficiency and eliminating unnecessary paper.

Holding Meetings Online

To further reduce car emissions, client consultations and review meetings are held online wherever possible. This minimises travel while giving clients back valuable time during their wedding planning process.

Through these steps, Hibiscus Floral Design demonstrates that small, thoughtful changes can make a meaningful difference—showing that sustainability, creativity, and beauty can go hand in hand.

HIBISCUS FLORAL DESIGN

Sustainable Policy

In line with our purpose and values, and to ensure we achieve our objectives of operating in a fully sustainable and environmentally responsible way, we are committed to integrating sustainability across all aspects of our business.



Requirements

Hibiscus Floral Design will continue to:

1. Integrate sustainability considerations into all business decisions, from sourcing flowers to designing installations.
2. Work, wherever possible, with suppliers and partners who have their own sustainability policies in place.
3. Ensure that all products, materials, and services are responsibly and ethically sourced.
4. Comply with, and exceed where practicable, all relevant legislation, regulations, and industry codes of practice related to environmental impact, waste management, and safety.
5. Encourage staff and collaborators to be advocates of sustainable practices in all aspects of their work.

Practical Steps

To ensure these requirements are met, we will:

1. Hold an annual review of business decisions to assess sustainability considerations and impacts.
2. Verify that all suppliers and partner businesses have appropriate sustainability measures in place, and work with them to improve where possible.
3. Communicate our Sustainability Policy to clients and suppliers, encouraging the adoption of responsible practices.
4. Maintain a monthly report tracking progress on responsible sourcing of flowers, materials, and packaging.
5. Ensure all staff are fully informed of our Sustainability Policy and are committed to implementing it, reviewing and improving practices where possible.

Through these practices, we aim to:

- Minimise environmental impact through thoughtful sourcing, materials, and waste management
- Protect the natural world our clients care about
- Demonstrate that sustainability can be beautiful and inspiring
- Support our clients in enjoying a stress-free, elegant, and responsible wedding experience

Creator: Claire Higgs, Creative Director

Date of creation: 2nd January 2026

Date of review: 2nd January 2027

