

The Rustic Wedding Company

Sustainability Policy & Carbon Reduction Plan - 2026

Introduction

At The Rustic Wedding Company, we believe in creating beautiful, memorable weddings while respecting the planet. As wedding florists & Stylists, we recognise our responsibility to reduce environmental impact through thoughtful design, sourcing, and operations. This policy outlines the sustainable practices we are committed to and our goals for continuous improvement.

Our Commitments

We commit to:

Sustainable Sourcing:

- Choosing suppliers and products with strong environmental credentials (e.g. recycled, upcycled, local or certified sustainable).
- Prioritising seasonal, locally grown flowers to reduce carbon footprint and support local growers
- Avoiding or reducing the use of imported flowers where possible
- Prioritising timeless, reusable styling concepts that reduce the need for disposable décor
- Supporting UK-based makers, craftspeople, and ethical suppliers who align with our sustainability values
- Avoiding plastics and non-recyclable materials in favour of wood, glass, fabric, and other natural alternatives

Sustainable Prop Hire Operations

- Offering a wide inventory of reusable props and décor, reducing the demand for single-use items
- Maintaining and repairing items to extend their lifespan and reduce landfill waste

- Transporting hire items in a careful, efficient manner to reduce unnecessary trips and ensure longevity

Eco-Friendly Floral Design & Thoughtful Design Practices

- Minimising our use of floral foam (a non-biodegradable microplastic)
- Using reusable or biodegradable mechanics (e.g. chicken wire, moss, AgraWool)
- Designing with longevity in mind so arrangements can be repurposed or gifted after the event
- Encouraging clients to choose quality over quantity and designs that can be reimagined throughout their celebration (e.g. ceremony to reception)

Waste Reduction

- Composting green waste & cardboard wherever possible
- Reusing vases, props and structures across multiple events
- Offering floral donation or repurposing options to clients after their wedding day
- Minimising single-use items and encouraging reuse where possible - particularly applicable with our Prop Hire items & newly introduced Faux Floral Collection

Energy Efficiency & Carbon reduction:

- Using energy-efficient appliances and minimising unnecessary energy use in our studio/workplace/transport.
- Planning routes efficiently & carpooling where possible
- Planning efficient delivery and collection routes to reduce fuel usage

Client and Industry Engagement

- Educating clients on seasonal and sustainable flower and decor choices
- Encouraging couples to choose designs that align with their values and environmental considerations
- Collaborating with like-minded suppliers and venues to promote sustainable practices across the industry

Ongoing Goals

- Reduce single-use plastics in our operations fully by 2027
- Increase use of locally grown flowers

- Continually educating ourselves and our clients on sustainable practices within the wedding industry.
- Key metrics (e.g. fuel usage, percentage of reclaimed materials, number of delivery trips per event) will be tracked

Review and Improvement

- We will review this policy annually to reflect changes in our business and sustainability goals.

Signed:

Lesley McCall
Director
20.01.2026