



A NATURAL PORTRAYAL PHOTOGRAPHY

a sustainable studio.

Take a zero- or low-waste approach
and you just might save some money!

How often have you delivered a lovely wedding order bursting with gorgeous flowers, only to return to the studio feeling overwhelmed by the amount of trash bags needing to be taken out?

As I've continued to define what I want my company's brand to symbolize, I've become painfully conscious of just how wasteful our gorgeous wedding industry can be. It seems counterintuitive, right? It can be hard to reconcile the amount of beauty we put out into the world with the amount of trash those actions can produce.

Whether you've ordered flowers that are shipped to you or receive deliveries from a wholesaler, you're likely dealing with packing materials, including, but not limited to: boxes, ice packs, packing paper, cellophane or plastic floral sleeves, rubber bands, elastics, or twist ties. Plus, there is no denying the excessive bubble wrap and Styrofoam that accompanies all the hard goods we regularly order. Then, there are the materials for armatures and design mechanics, and the most obvious: all the plant material, stems, leaves, and debris from creating our designs! Have I covered it all?

Would you believe that even with all this "trash" that we regularly contend with, my studio recycles three quarters of it – and often more! How? I credit being organized, determined, and creative as I seek ways to reuse or recycle all these materials. You can do it too! I have listed some tips and tricks here, and if you want to dig deeper into my ideas for reorganizing your physical studio and improving studio processes to cut down on trash, you can check out our 11-page digital guide, "How to Run a Sustainable Floral

TIPS + TRICKS

Adopt these habits to feel better about your studio's footprint.

ONE

Consider using chicken wire or other reusable mechanics to reduce waste.

TWO

Organize your studio with bins to hold all the items you'll be reusing and recycling.

THREE

If you aren't already having your recycling and green waste picked up, call your county or municipal recycling center to find out what items they pick up, or whether you need to drop some items at a recycling center. You may also be able to pay a small fee to a private company to have your recycling picked up.

FOUR

Consider using vendors who package their product in recyclable materials or use minimal plastic or Styrofoam.

Order Blair's 11-page digital guide [HERE: "How to Run a Sustainable Floral Studio"](#).

In this downloadable PDF, she shares tips and tricks for how she has organized her studio, as well as some habits you can adopt to feel better about your company's carbon footprint.

The guide is available for \$15.



A NATURAL PORTRAIT PHOTOGRAPHY

Studio." It's available for order on my website.

This sounds like a lot of work, right? I suppose it does. But when you really care about making a difference and changing habits to become more sustainable, it doesn't feel like such a burden. It's possible to incorporate waste reduction so these practices feel like a natural part of your process. I believe it's important to have a shift in mindset. Does it require a time commitment? Yes. Will it involve changing the way you operate your business? Yes. BUT. Once you have systems in place for recycling and reusing the abundance of materials generated by a floral studio, I guarantee it will become second nature.

I've realized that it's just as important, if not MORE important, to reduce my company's carbon footprint as it is to create beautiful events for my clients. If the trash bags from my events outweigh the quantity of flowers I use, what sort of impact is my company really having on this planet? I only want to be a part of this industry if I engage in a way that doesn't require me to take out multiple bags of trash every single week.

With just a few extra steps, and some extra motivation, you can reduce the amount of waste in your floral studio. It helps to first focus on reducing and reusing before thinking about recycling. Most importantly, I've learned that I can always educate myself about how to be more sustainable.

Each time I encounter a new challenge, I know I can modify my methods. When we know better, we can do better.

BONUS

There is a noticeable cost savings when I reuse design mechanics and packing materials. I don't buy chicken wire often because I use and reuse it. My flower frogs are investments that will last for years. I also don't buy materials for transporting and delivering flowers because I often reuse boxes and bubble wrap for packing! Anything you can reuse is something you don't have to buy again – and this is therefore saving you money!

[WEBSITE](#)

SLOW FLOWERS MANIFESTO

Slow Flowers aims to reconnect flower consumers and floral professionals with the source of their flowers. We believe that when the origin of all botanical varieties sold to consumers and florists is clearly labeled, we place higher value on local, seasonal, and sustainably-grown florals, used artistically to express beauty.

SLOW FLOWERS COMMITS TO THE FOLLOWING PRACTICES

1. To recognize and respect the seasons by celebrating and designing with flowers when they naturally bloom.
2. To reduce the transportation footprint of flowers and foliage by sourcing as locally as possible.
3. To support flower farmers small and large by crediting them when possible through proper labeling at the wholesale and consumer level.
4. To encourage sustainable and organic farming practices that respect people and the environment.
5. To proactively pursue equity, inclusion, and representation in the floral marketplace, intentionally valuing Black floral professionals and farmers, floral designers, and vendors of Color in our business practices with as much support as we give to environmental sustainability.
6. To eliminate waste and the use of chemical products in the floral industry.

The Slow Flowers Movement puts a priority on sourcing local and domestic flowers. In a way, this also means that we redefine beauty. As a Slow Food chef cooks with what is seasonally available, a Slow Flowers florist designs with what is seasonally available.

Slow Flowers
SOCIETY

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