

Green Strategy

At GASA GROUP, we take our responsibility to the planet very seriously. We want to initiate and implement efforts to **reduce, reuse and recycle**.

We have a high level of environmental awareness and social engagement. In the choices we make, we take account of the impact on people and planet, laying firm and sustainable foundations for the future.

This means reducing our **carbon footprint**, our energy consumption and our waste production across the company. We have set clear, absolute targets to measure our progress, focusing on the activities we can control directly.

- GASA GROUP's new HQ in Denmark is built to the latest Danish standards, leaving as little carbon footprint as possible. In addition to minimal heat and electricity consumption, solar cells have been installed on the roof and green walls established around the area itself. Despite the energy-friendly profile of the building, GASA GROUP will plant a number of trees annually to offset the building's carbon footprint.
- Purchases are made from suppliers that meet international standards. The selection process also emphasizes the use of recycled materials and minimizes the consumption of plastic at all stages of the chain.
- The primary elements in own production of plant arrangements are soil and cardboard. GASA GROUP's goal is, where possible, that the soil used is peat-free, sustainable soil, which consists of 100% recyclable materials. All cardboard used is also made from recyclable materials.
- GASA GROUP uses CC or other Returnable Transport Items (RTIs) for all plant transport. CC containers are recycled and repaired in a common pool system, that can cover the entire value chain's consumption. In 2020, GASA GROUP will endeavor to work as a pool partner in collaboration with the Container Center, thereby actively contributing to a pool of high quality, recyclable material.
- Through membership of the FSI 2020, we are committed to achieving a target of 90% of what we source from responsible / sustainable suppliers.
- The green strategy includes an ambition that GASA GROUP will appear paperless as the digitization process is intensified and optimized.
- Conifer trees absorb significantly more CO₂ (16 kg per year) than deciduous trees. Christmas tree production is therefore an important source in the overall CO₂ accounts, as they absorb much more CO₂ than is consumed in production. We sell 150,000 Christmas trees a year, which forms the basis for annual replanting and thus ensuring CO₂ absorption. GASA GROUP strives to increase sales of Christmas trees until 2022 and thus ensure replanting.
- Active involvement in World Clean Up Day and the form of financial remuneration of collected waste (per kg) which is subsequently used to purchase trees for. The trees are planted in small plantations (eg fruit trees) in DK in collaboration with schools and kindergartens. This project has resulted in the fact, that in November 2019, 5 different "plantations" will be established in collaboration with selected institutions. This will be followed up in the spring of 2020 by planting 260 trees with first-form school kids. GASA GROUP expects to participate in the project again in 2020/2021.
- Plants clean the air of harmful toxins and add moisture to dry air in the room, thus improving the indoor climate. The air is purified as the plant absorbs and neutralizes the toxins through its green leaves and converts the air's CO₂ into oxygen. GASA GROUP wants to label plants that have a positive impact on the environment, CO₂ and health – where possible. In this context, GASA GROUP aims to launch a new line of products with a clear labeling of the individual plant's functionality.
- GASA GROUP is constantly developing new plant concepts that support the goal of giving back to nature. GASA GROUP aims to develop 2 new concepts in 2020.
- GASA GROUP plays an active role and helps to ensure that the number of insects (including bees) is preserved. GASA GROUP interacts with relevant stakeholders in selecting plant material that supports the mission. GASA GROUP focuses on intensifying the marketing of products with proven beneficial effect.

Nature has a major impact on our health and well-being – we want to preserve, support and help nature in its work.

We want to give back to Nature.

We work actively with UN Sustainable Development Goals and with certified partners as much as possible – GASA GROUP being proudly certified within the following labels:



The most beautiful flowers and plants are grown in a responsible and sustainable manner. GASA GROUP is a member of the international supply chain initiative in the horticultural sector: Floriculture Sustainability Initiative (FSI)