

FLOOR STORY

IMPACT REPORT 23/24

Certified



Corporation



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A NOTE FROM__ OUR FOUNDER

2024 is FLOOR_STORY's 10th anniversary of collaborations, a strategy that has seen us bring creative powerhouses such as Henry Holland and 2LG as well as up and coming talent like Amechi Mandi and Mac Collins into rug design for the first time. It's a milestone that we are extremely proud to be celebrating as a newly certified B Corp.

We have always strived to 'do the right thing', and the rigorous B Corp certification process, which involved every single member of our team and corner of our business, has confirmed that our products and processes are meeting high standards of verified performance, accountability and transparency (see [page 13](#) for more on this).

The work definitely does not stop here though.

Over the last twelve months we have continued to increase and share our knowledge and have hosted three roundtable events at our studio, creating discussion around some of the toughest topics in our industry. We invited external experts on topics including rug disposal and packaging, who encouraged new ideas from and shared best practice with us and 18 of our closest competitors. These discussions have prompted us to design new rug labels with a QR code that leads customers to a rug 'end of life advice' page; form a relationship with a rug recycling partner, and conduct a packaging audit with fellow B Corp, Priory Direct.

We have also got back out to visit our suppliers in India and Nepal for the first time since 2019, and met with our new audit partner on the ground Label STEP. Visiting our suppliers in person confirmed to us that we are working with the best possible partners and also focused us on new ideas including even more ways to utilise waste wool from rugs (you can read more about our visit on [page 16](#) and our partnership with Label STEP on [page 15](#)).













As we look ahead to the next 10 years one thing is for sure, we will not deviate from our path to creating the most original, beautiful and sustainable rugs we can. We hope you enjoy this year's report, and as always, we welcome your feedback.

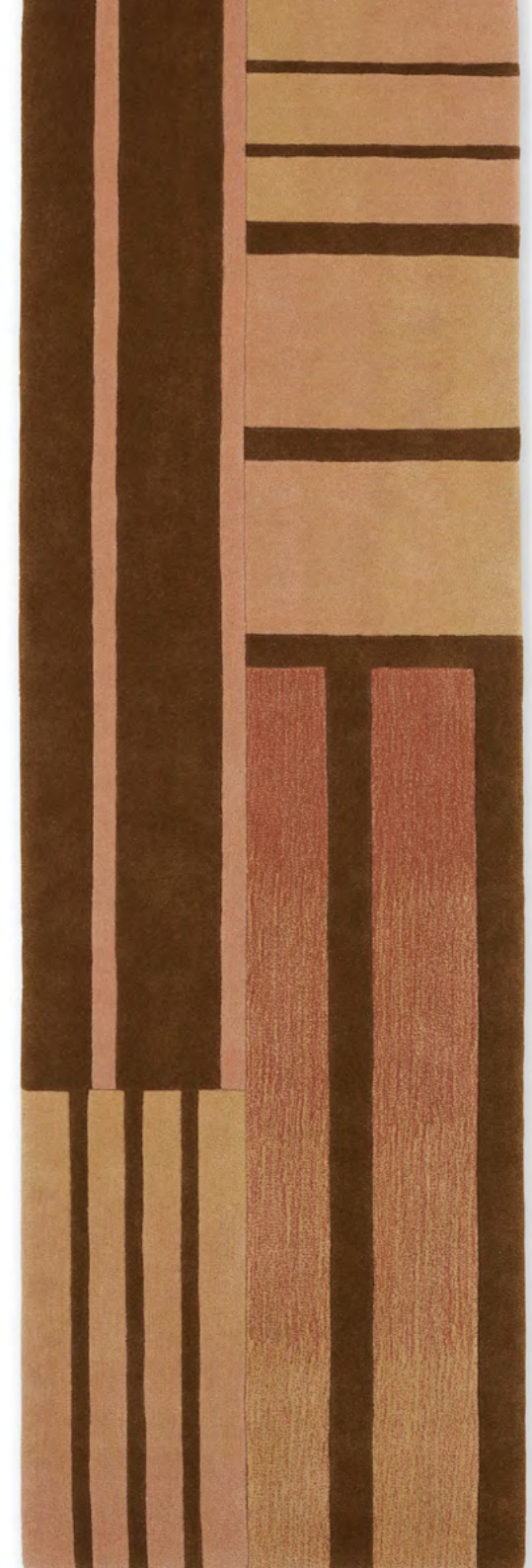


Simon Goff
Founder & Director



OUR_YEAR

<p>APR 23</p>  <p>Launched rug industry roundtable series</p> <p>READ MORE ON P19</p>	<p>MAY 23</p>  <p>Published our first Impact Report</p>	<p>AUG 23</p>  <p>Agreed our partnership with Label STEP</p> 	<p>SEP 23</p>  <p>Launched partnership with Turquoise Mountain</p> <p>READ THE CASE STUDY ON P17</p>
<p>JAN 24</p>  <p>Won 'Best Collection' and 'Best Interior' Awards at the Carpet Design Awards, Domotex</p>	<p>DEC 23</p>  <p>Finalised and shared our 'Supplier Code of Conduct'</p>	<p>NOV 23</p>  <p>Published our rug 'end of life' advice</p> <p>READ MORE</p>	<p>OCT 23</p>  <p>Hosted our second roundtable focused on Circularity</p>
<p>FEB 24</p>  <p>Hosted our third roundtable on 'Packaging'</p>	<p>MAR 24</p>  <p>Certified as a B Corp</p>	<p>APR 24</p>  <p>Supplier audits in Nepal & India</p> <p>READ MORE ON P16</p>	



WHO WE ARE



OUR_VALUES

The following four pillars represent how we show up in the world as a business, they are our most important considerations when it comes to making decisions, and help us continually move forward in the right direction.

COMMUNITY

Making art together

We big up creative thinkers, designers, makers and artists to share their ideas, beliefs and passions through the art of rug making. We celebrate the global rug making craft and explore collaborations that 'give back' to our community, such as our partnerships with the Crafts Council and Choose Love. We also offer free showroom space to local, independent designers and makers.

INTEGRITY

Working with respect

Our craftspeople and makers are found in the rug capitals of the world. We believe in fair trade and work with each partner to ensure this is always part of the deal. We have a range of rugs created from waste wool and we are always looking for ways to reduce our negative and increase our positive impact. Giving back is integral to our culture and plans to grow our business by continued partnerships with organisations like Choose Love.

EXPRESSION

A playground for exploration

You can design any one of our rugs, your way, by bending and shaping one you like the look of, or start from scratch, to create your dream rug. By letting us take you through the exploration of your own ideas, we believe that our rugs are more likely to last you a lifetime.

CRAFTSMANSHIP

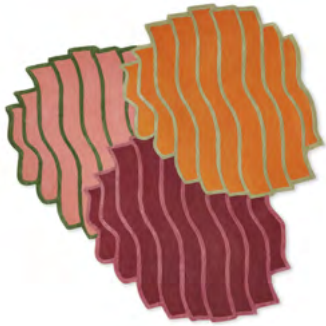
Keeping traditional craft alive in a changing world

The artistry of rug-making dates back over 2500 years. The same techniques exist today as they did back then and we celebrate this! Our rugs are modern expressions of this timeless skill and we will continue to invest in our suppliers to ensure the future of this art.



FLOOR_STORIES

OUR YEAR IN SIX RUGS



SPLASH
Amechi Mandi

chosen by Bekah

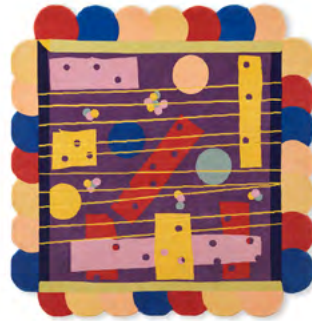
The form and colours really encapsulates 2023 design trends and was our most widely shared rug this year being featured on the cover of Interior Design directory as well as being featured in The Times.



VERSO INSET
Gill Thorpe

chosen by Simon

I love how the design came about and how Gill has taken a hard surface and made it beautiful, so tactile. The colours are spot on too. Added to that, working with Turquoise Mountain makes them extra special knowing the support it offers female weavers in Afghanistan.



PASTE
Crafts Council x
Halina Edwards

chosen by Gill

The rug has a limited palette but the different levels and carving bring the cut & paste nature of the artwork to life, creating a fun and interesting end product. The rug is also hand knotted and uses NZ wool with a cotton warp making it biodegradable.



DIAGONAL MELT
Henry Holland

chosen by Brish

Our most popular rug for 2023 and it's cream and brown. I find this really interesting as we are a company with such focus on colour. We're always learning!



SHORE
Amechi Mandi

chosen by Carlo

The shape and colours for this rug are playful, vibrant and fun and act as the focal point of a chic and playful setting. Amechi's textiles continue to decolonise the concept of African design and speak from an honest and genuine place.



CURB in OLIVE MONO
Gill Thorpe

chosen by Andrew

I especially like the flatweave version of this rug. The 100% wool construction emphasises the simplicity of this two colour stylish design and all of these design aspects mean it could be used in almost any setting.





SUSTAINABILITY_STRATEGY

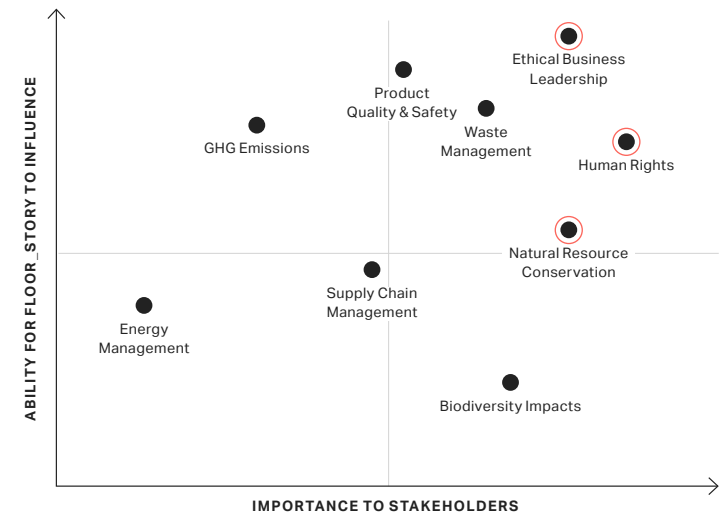
OUR MATERIAL TOPICS

In 2022, we ran our first materiality assessment, a process which involved a 360 degree stakeholder analysis followed by formal engagement via a survey, asking the most important people inside and outside our business, what was most important to them, and where they believe we should place our focus. The results helped us to set our sustainability strategy to date.

As the matrix shows, the most important ESG topics across all groups were:

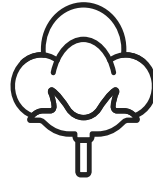
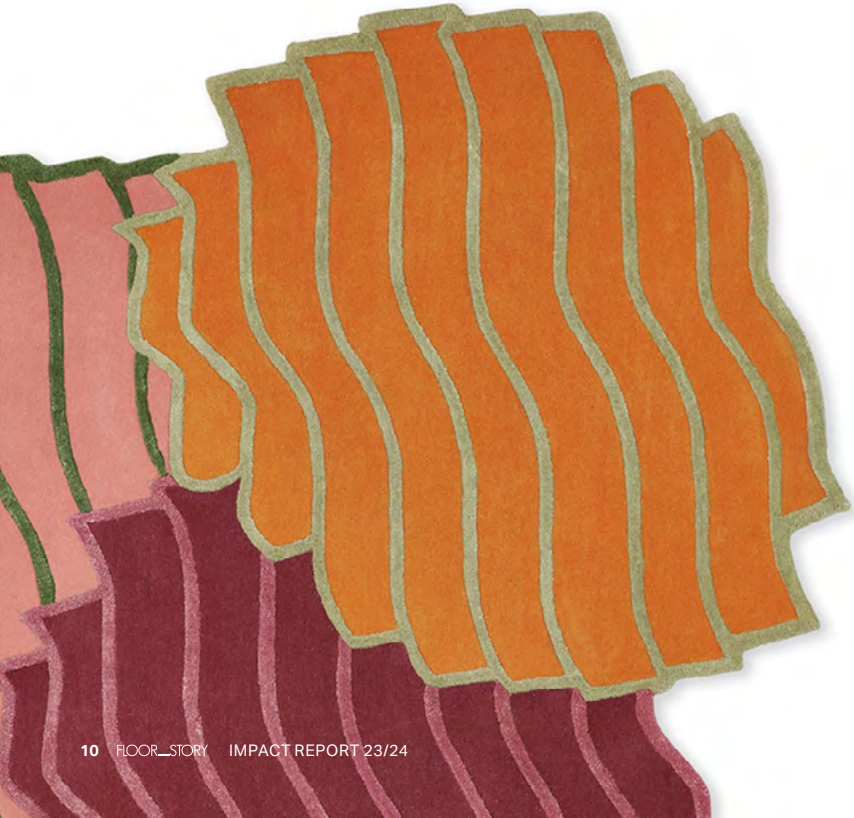
- ___ Ethical Business Leadership
- ___ Human Rights
- ___ Natural Resource conservation

In our impact report last year we shared our progress within each topic, and set ourselves goals for each one, and you can see our updated progress on [page 12](#). Towards the end of this year, we will run our materiality process for a second time, and share the results in our 24/25 report. We are really interested to see how priorities may have changed for our employees, suppliers, clients and partners, and how our focus has been perceived across all groups.



JOURNEY OF A RUG

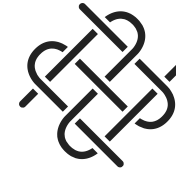
Our three material topics impact our business throughout our entire value chain. Over the past twelve months, we have focused on collecting data and better understanding these impacts, so that we can identify the key hotspots, and use those insights to set our goals for 2024/25.



- 1 Sourcing Raw Materials:**
- Human Rights
 - Biodiversity Impacts
 - Animal Rights
 - Traceability

2

- Manufacturing Processes:**
- Human Rights
 - Water Stewardship
 - Biodiversity Impacts
 - Chemicals & Dyes
 - Waste Creation & Disposal



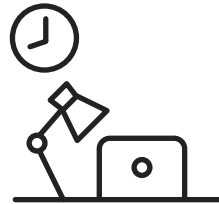
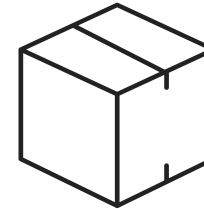
4

- Logistics:**
- Air v Sea Shipping
 - Electric Vehicles
 - Warehousing



3

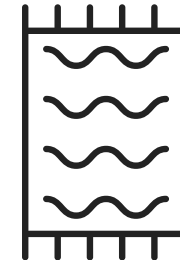
- Packaging:**
- Material selection
 - Reuse/Recycle



- 5 Sales & Marketing:**
- Human Rights
 - Operational Emissions
 - Business Travel

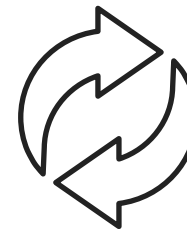
6

- Rug Usage:**
- Care & Repair



7

- End of Life:**
- Resale
 - Rehome
 - Recycle



SUPPLY_CHAIN

Better understanding the journey

Ethical Business Leadership means making decisions that consider all stakeholders, not just focusing on profit. This means that fully understanding and engaging with our supply chain is integral to enabling our action plan and hitting our sustainability goals. We know that we need to bring our suppliers along with us, as their continual improvement will impact our own, so here are our updated statistics for 2023.

711

RUGS 2023

8

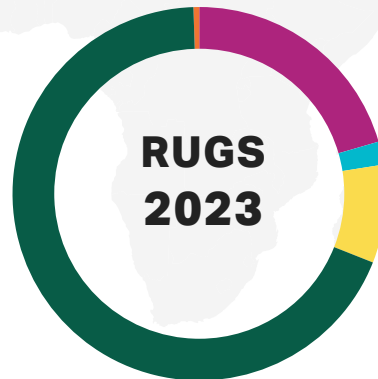
TOTAL SUPPLIERS

5

COUNTRIES

89%

THIRD PARTY CERTIFIED



Belgium:

- Supplier: 1
- Materials: Cotton, PET, rPET
- Produces: Jacquard
- Rugs sold 2023 (m²): 20.5%

Turkey:

- Supplier: 1
- Materials: Wool
- Produces: Flatweave & Hand Knotted
- Rugs sold 2023 (m²): 2%

Nepal:

- Supplier: 1
- Materials: Wool, Silk, Viscose
- Produces: Hand Knotted
- Rugs sold 2023 (m²): 8.5%

India:

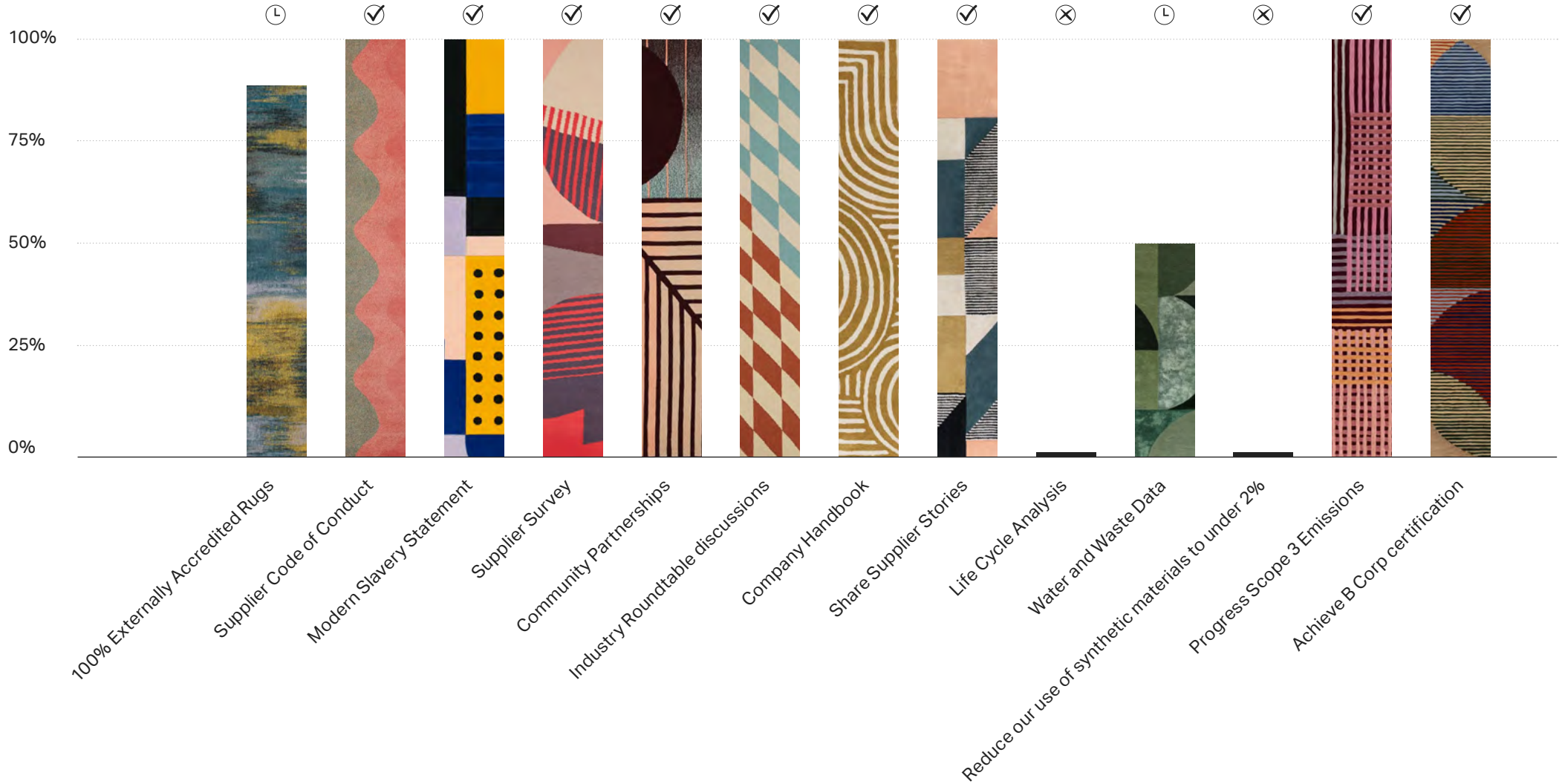
- Suppliers: 4
- Materials: Wool, Silk, Viscose, Polyester
- Produces: Hand Knotted, Flatweave & Tufted
- Rugs sold 2023 (m²): 68.5%

Pakistan:

- Supplier: 1
- Materials: Wool, Cotton, Viscose
- Produces: Flatweave
- Rugs sold 2023 (m²): 0.5%

OUR_GOALS

SHARING OUR PROGRESS



B CORP_ CERTIFICATION

OUR JOURNEY

“

WE WANT EVERYONE TO BE TREATED WELL, RECEIVE GOOD WAGES AND HAVE GREAT WORKING CONDITIONS. B CORP CERTIFICATION IS A STANDARD TO KEEP THE BUSINESS TO. WE AIM TO NOT ONLY DO THIS BUT EXCEED THIS AND IMPROVE EVERY YEAR.

”

Simon Goff, Founder & Director

In February 2024, we were thrilled to join a community of over 2,000 other companies in the UK that are committed to using Business as a Force for Good, and became a certified B Corp. B Corps have been through a rigorous verification process to assess operations across five different areas; Governance, Workers, Community, Environment and Customers via the B Impact Assessment. With a minimum score requirement of 80 to certify, we were thrilled to achieve 95.3 points overall.

The assessment will help to guide us on our continuing journey of improvement and keep us aligned with B Lab's mission to transform the economic system into a more inclusive, equitable, and regenerative global economy.



OVERALL B IMPACT SCORE



Based on the B Impact assessment, FLOOR_STORY Ltd earned an overall score of 95.3. The median score for ordinary businesses who complete the assessment is currently 50.9.

- 95.3 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



GOVERNANCE
15.6



WORKERS
27.5



COMMUNITY
23.4



ENVIRONMENT
26.2



CUSTOMERS
2.5

HUMAN_RIGHTS

TAKING CARE OF OUR PEOPLE

Since partnering with Label STEP in August 2023 we have been working hard to ensure that all our supplier partners are adhering to stringent human rights standards and these audits are well underway. In April we were also able to go and visit our makers in India and Nepal in person for the first time since the pandemic. Simon and Carlo met with workers in each factory to discuss their work and lives, and also shared and discussed our new Supplier Code of Conduct, bringing back signed copies from all our partners. Our stated goals for Human Rights in 2023 were as follows, and we are pleased to have completed 80% of them.

- ⌚ All rugs crafted in Asia to be Third Party Certified
- ✓ Complete and distribute our Supplier Code of Conduct
- ✓ Release first Modern Slavery Statement
- ✓ Gather information via a second Supplier Survey
- ✓ Invest in Community Partnerships

GOALS FOR 2024/25:

- Work directly with suppliers to understand if there are ways in which we can continue to improve the lives of weavers
- Engage regularly with Label STEP to improve our knowledge of challenges and opportunities, and reach 100% certified status with all suppliers
- Invest in two more community designers at our central London studio, giving them a central London base to display products and promote their business



LABEL STEP__ PARTNERSHIP

SUPPLY CHAIN CONFIDENCE

In August 2023, we signed a partnership with Label STEP, a fair trade non-profit organisation committed to the wellbeing of weavers and workers in the rug industry. The Label STEP Standard encompasses universal human rights, including the prohibition of child labour; safe working conditions; fair wages; and sustainable, eco-friendly production.

Label STEP guides coach and assist carpet makers and producers in understanding and complying with the STEP Standard. Through its country representatives and programs, and with the financial support of its Certified Fair Trade Partners and donors, they actively supports workplace improvements and empower weavers with educational empowerment programs that cover such topics as health, safety and financial literacy.

These combined efforts aim to improve lives, preserve centuries-old artisanal skills and ensure the handmade carpet industry remains sustainable well into the future. FLOOR_STORY are proud partners and supporters of this incredible organisation.



SUPPLY CHAIN_AUDIT

VISITING OUR FACTORIES IN INDIA & NEPAL

In March 2024, Simon and Carlo spent two weeks with our suppliers in India and Nepal to get a better understanding of business operations and potential impact improvement opportunities. They visited our main supplier in India and our key supplier in Nepal, and also met with our new partners Label STEP. Discussions were based around environmental impacts with a focus on water treatment, the dyeing process and reducing overall usage, as well as social impacts including weavers' salaries and wellbeing. In India, we also got a clearer understanding of waste management, specifically the waste wool that is created and stored from the creation of rugs. Watch this space for some new ideas of how to use it!

OUR KEY LEARNINGS:

- 01** Our partner in India manages waste carefully, with waste wool sold via markets, and wool shavings removed for pillow/cushion stuffing.
- 02** In India, they also manage an incredible hydroponic farm on the factory site, where they grow rice, carrots, coriander, onions and much more, all grown by and for the weavers.
- 03** In Nepal, our partner shared more details on the support for weavers, including healthcare, and paid time off to visit relatives or for childcare when required.
- 04** In both countries, the good practices are not talked about as being sustainable, more 'it's just the way things are done around here' which was wonderful to see and left us with full trust that we have chosen the right partners.



The huge hydroponic farm at our India factory

AFGHAN WOMEN — PARTNERSHIP

SUPPORTING HERITAGE CRAFT

VERSO

The hand knotted rugs in our [Verso collection](#) are woven by female entrepreneurs in Afghanistan as part of a partnership with the Turquoise Mountain Trust, a charity which was established in 2006 with the purpose of reviving heritage craft. Turquoise Mountain has built over 50 small businesses in Afghanistan, Myanmar, and the Middle East, supporting a new generation of artisans who will not only drive economic development, but also preserve their unique cultures and traditions.

As part of this initiative, opportunities are also given to a new generation of weavers by offering three year courses in specialist fields such as weaving as well as connecting craftspeople to the international market. The production of each rug in this collection is certified by [Label STEP](#), our non-profit who ensure a comprehensive set of fair-trade standards are met, including good working conditions and the prohibition of child labour.



ETHICAL BUSINESS__ LEADERSHIP

DOING THE RIGHT THING

These are the goals we set ourselves in our last impact report, and we are happy to share that we have achieved them all and more. In addition to these, we are in the process of training our whole team on DEI topics; have invited a number of creatives into our studio to share our space, and achieved B Corp certification.

- ✓ Chair a series of Industry roundtable discussions
- ✓ Create our first Company Handbook
- ✓ Share our first Modern Slavery Statement
- ✓ Continue to tell the stories of our suppliers and their communities

Over the next twelve months, we will strive to continue to lead the way in the rug industry, hosting additional roundtables, supporting more creatives and continuing to show how businesses can be a force for good in the world.

GOALS FOR 2024/25:

- Continue to host a quarterly rug industry roundtable meet up
- Completion of DEI training for all staff
- Demonstrate unwavering commitment to the triple bottom line – people, planet and profit



INDUSTRY_ROUNDTABLES

COLLABORATION & COMMUNITY

One of our four business values is community and for us that encompasses our local community in Shoreditch; the communities of our weavers all over the world and our community of rug makers and designers here in the UK. We truly believe that together we are more powerful and over the last 12 months we have hosted three roundtable conversations in our showroom to educate ourselves and

our peers through the sharing of knowledge – discussing ideas of how we can work together to solve the biggest problems in our industry.

So far we have brought together over 25 individuals from 18 businesses to discuss topics such as reducing the environmental impact of packaging and how to improve

opportunities for our customers once our rugs reach their 'end of life'. Through a relationship with a new recycling partner, Anglo Recycling, we have been able to develop new labels for our rugs directing people to online support for when their rug reaches the end of its useful life. We are looking forward to continuing these important conversations throughout 2024.



SHOWROOM_SHOWCASE

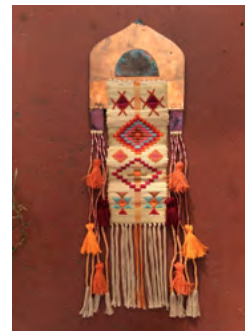
CREATING SPACE FOR DESIGNERS & MAKERS

“
THIS OPPORTUNITY REALLY BOOSTED MY CONFIDENCE WITH ALL THE POSITIVE FEEDBACK AND MARKETING ON THEIR WEBSITE AND SOCIALS. FLOOR STORY ARE SO WELCOMING, SUPPORTIVE, APPROACHABLE, INSPIRING AND HAVE A FANTASTIC TEAM
”

Alice Hume, Independent Maker

As a business that was built from the ground up in Hackney, we know how important it is to feel supported within the creative industry. This is why we started our Designer Spotlight initiative in 2023, where we offer space both in our showroom and on our online platforms to really big up emerging designers. Looking to our values in sustainability and craftsmanship as well as our roots in East London, we look to support those who align with these pillars.

So far we've invited sustainable homewares brand Granite & Smoke and independent maker Alice Hume into the space where they've displayed their works, held interactive events, cross pollinated contacts and been highlighted on our online platforms. We look forward to our next showcase in 2024.



NATURAL RESOURCE CONSERVATION

HOW WE DID & WHAT'S NEXT

Impact in this topic happens at all stages of our supply chain. At the start of a rug's journey, we have been working with our suppliers and Label STEP towards better understanding water usage and disposal. Carbon is the biggest impact during delivery, and at end of life we have focused a lot of energy on trying to find a solution to ensure that the materials used do not go to waste. We hosted a roundtable discussion on this topic in October and in November developed a new label for our rugs that leads customers to a part of our website that offers advice and support when rugs have reached the end of their useful lives. We have also found a new home for our old rug samples, see [page 23](#) (Renée Materials)

- ⊗ Complete a Life Cycle Analysis for FLOOR_STORY's own collection
- Ⓛ Regularly measure Water and Waste data from all direct suppliers
- ⊗ Reduce our use of synthetic materials to under 2%
- ✓ Progress our plan to calculate our Scope 3 Emissions

In terms of our goals for 23/24 we have progressed our scope three emissions measurement, but due to incomplete/insufficient data we have had to make some assumptions and hope to have more accurate and full data for the next report. Due to time and budget constraints we are yet to complete our first LCA, but it is back on our list of goals for 24/25!

Finally, regarding our goal to keep synthetic materials under 2% we have not managed to hit this target, due to one of our key suppliers moving from 80% cotton to recyclable 100% PET. We are currently working with them to increase the % of rPET from 20% to 80% by the end of 2024, and awaiting an LCA to show the overall impacts of both types of rugs to support our decision making process.

GOALS FOR 2024/25:

- ___ Collect more accurate carbon data for scope three from our logistics partners
- ___ Work with Label STEP to collect water usage data and processing information for each factory
- ___ Complete an LCA



OUR_MATERIALS

“
REGULARLY MEASURING AND SETTING GOALS FOR OUR USAGE OF DIFFERENT MATERIALS IS ENABLING US TO BETTER UNDERSTAND OUR IMPACT – AND THE IMPACT OF OUR SUPPLIER DECISIONS
 ”

Bekah Smith, Communications Manager

We have now been tracking our material usage for four years, and by the end of 2024 will be improving the accuracy of our data as part of a website platform upgrade. We hope this will make it simpler to collect monthly tracking data to help us ensure that we are on target. This year we have seen an increase in the % of synthetic fabrics, which is due to a supplier moving away from cotton and towards recycled and fully recyclable PET. We are currently working with them on a third party certified LCA for these new rugs to ensure that their impact overall is lower than using cotton.

ALL WEIGHTS IN KG	SYNTHETIC			%	SEMI-SYNTHETIC			%	NATURAL FIBRES				%	TOTAL WEIGHT
	NYLON	POLYESTER	PET YARN		VISCOSE	RAYON	JUTE & SISAL		WOOL	SILK	COTTON			
2020 TOTALS	2.23	51.15	1035	12.58%	1020.79	1.43	11.82%	84.86	5709.41	0	742.46	75.58%	8647.33	
2021 TOTALS	0	119.62	0	1.30%	798.84	5.63	8.78%	0	6675.81	872.92	681.28	89.91%	9155.0999	
2022 TOTALS	0	281.68	194	4.15%	793.84	5.15	6.97%	27.48	9199.44	11.74	949.72	88.88%	11464.05	
2023 TOTALS	0	171.95	823.45	9.18%	687.09	1.28	6.35%	141.34	8861.87	44.87	106.2	84.47%	10848.05	

FLOOR_STORY x RENÉE MATERIALS

WASTE KNOT WANT KNOT

With the aim of eliminating our pre-consumer waste, we've partnered with Renée Materials to turn discarded materials into useful resources that lengthen the life cycle of the things that we simply can't keep. As part of this vision, we donate any unneeded rug samples from our showroom directly to Renée Materials who then catalogue and distribute to their community of creative people seeking materials for projects and workshops. By developing a waste system, it means that we have discarded zero textile waste over the past year. This is something we want to continue as we grow.

Anyone can get their hands on these resources, either from their hub in Hackney Wick or from their online Ecommerce catalogue. It's really wonderful to see the rug samples used for all kinds of things. Where some simply use them as interior door mats or wall hangings, others use them to sample and test creative textile projects or workshops.

Alongside FLOOR_STORY samples, you can find fabric, woodwork, paint and leather goods amongst a vast collection of handy materials to get a project going. All the pieces are set at reasonable pricing, making them super accessible especially amongst students and independent makers. The proceeds go back into Renée Materials to help them grow and retrieve more waste from businesses.

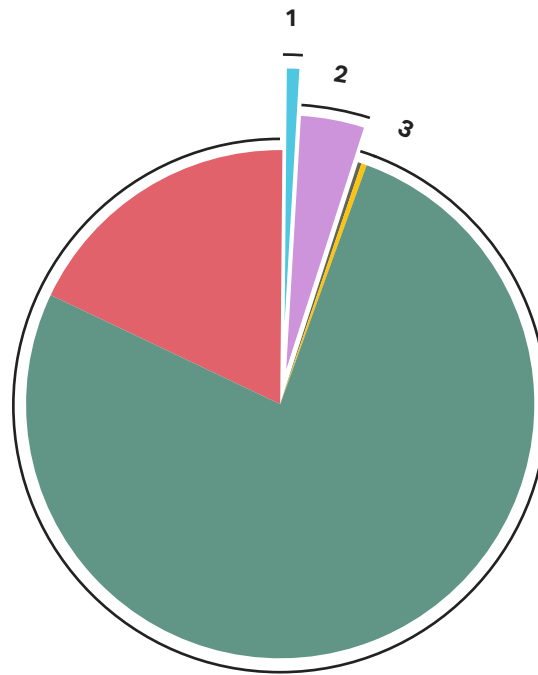


OUR__CARBON EMISSIONS

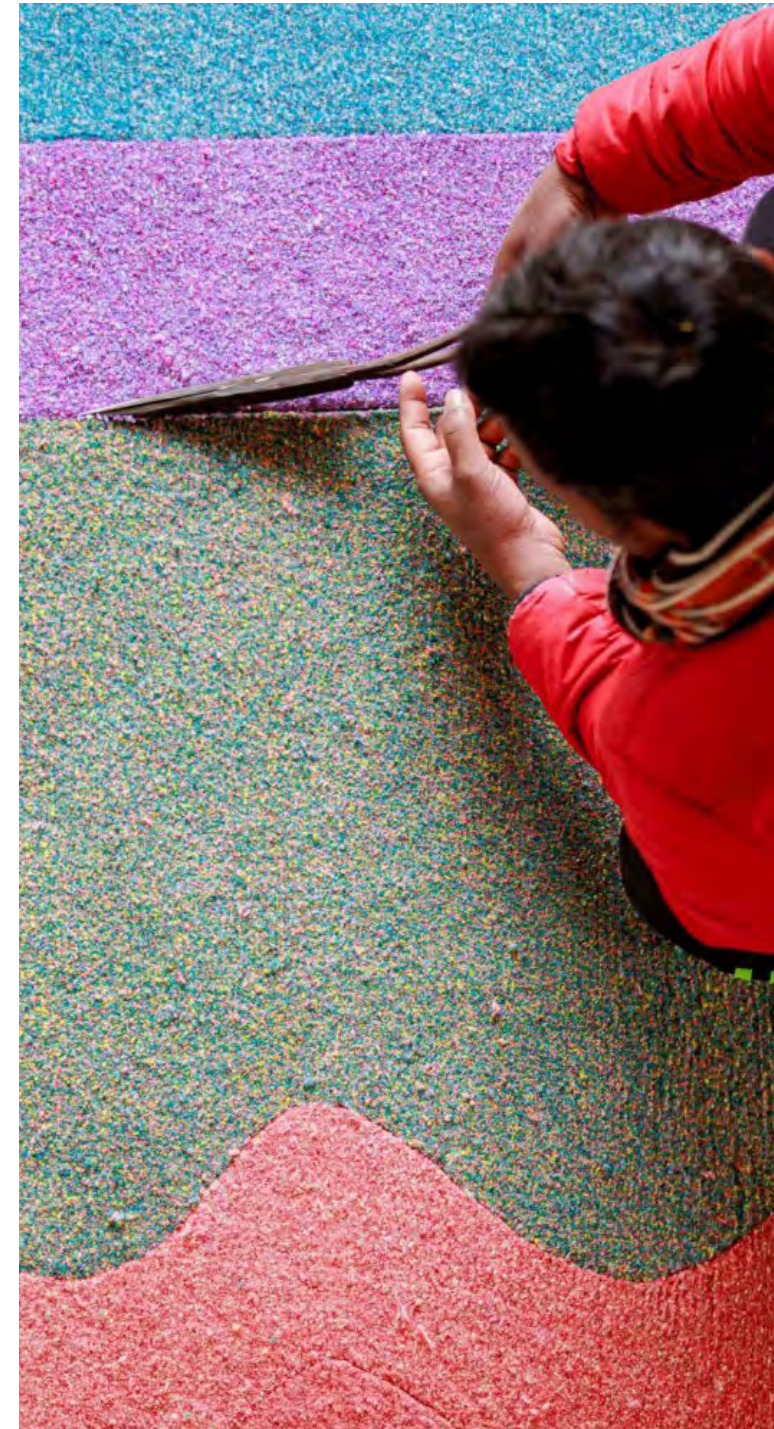
PROGRESSING SCOPE 3

Our London showroom uses only electricity, and is on a 100% low impact renewable tariff with EON Next. Our scope one emissions therefore include only fugitive refrigerant emissions from our air conditioning units, which is equal to 0.65 tonnes of CO₂e. Our scope two emissions are zero using a market-based methodology, however using a location based methodology, we generated 3.33 tonnes of CO₂e in 2023. This means our total scope one and two emission for 2023 are 3.98 tonnes, up from 3.71 tonnes in 2022, a 7% increase. We believe that this is due to weather changes requiring additional heat or cooling in our showroom throughout the year, and are considering ways to reduce this, including encouraging behaviour change.

Calculating our full scope three emissions is taking our small team some time, but we are on the journey and pleased to share that we have progressed since our report last year. This year we are able to share emissions generated by business travel, transmission and distribution of electricity, and upstream and downstream transportation and distribution. It's clear that our upstream transportation emissions account for the majority of our impact due to air freight emissions, and we are exploring how we can increase the % of purchases that ship by sea over the next twelve months. Due to incomplete data we have used averages and estimates in some of our scope three calculations, however we are working on more accurate data gathering systems. In terms of carbon compensation, our partnership with Ecologi means that we have avoided a total of 146.61 CO₂e since 2022.



- SCOPE 1:** ● 0.65 tonnes CO₂e
- SCOPE 2:** ● 3.33 tonnes CO₂e
- SCOPE 3:** ● **Business Travel** – 0.194 tonnes CO₂e
 - **Transmission & Distribution of Electricity** – 0.28 tonnes CO₂e
 - **Upstream Transportation & Distribution** – 63.30 tonnes CO₂e
 - **Downstream Transportation & Distribution** – 14.95 tonnes CO₂e



SUSTAINABLE DEVELOPMENT GOALS

The United Nations' 17 guiding principles for businesses committed to securing the future of our planet for generations to come.

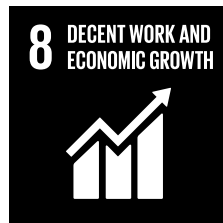
Whilst all seventeen goals are of key importance, we have chosen to focus on three that align with our material topics – and where we believe our business can have the most impact. For each goal, we will continue to track our progress in our annual reports.



GOAL SIX: CLEAN WATER AND SANITATION

Decades of misuse, poor management, over extraction of groundwater and contamination of freshwater supplies have exacerbated water stress. In addition, countries are facing growing challenges linked to degraded water-related ecosystems, water scarcity caused by climate change, underinvestment in water and sanitation and insufficient cooperation on transboundary waters. Making rugs is a water-intensive process, and we are committed to:

- Requesting data on water usage from all suppliers (still in progress, with Label STEP)
- Understanding which dyes are in use and advising on less impactful options where necessary
- Improving our understanding of any current or historic impacts on local water resources



GOAL EIGHT: DECENT WORK AND ECONOMIC GROWTH

Equal treatment in employment is part and parcel of decent work. Globally women continue to be paid 19 per cent less than men according to an International Labour Organization (ILO) 2018/2019 study. In 87% of countries with recent data, professionals earn per hour on average more than double what workers in elementary occupations earn. Our own collection of rugs are made in developing countries including Nepal and India, where we are committed to continue to:

- Pay all workers a Living Wage
- Investing in third party certification to ensure good working conditions
- Ensure Equal Rights for all workers, regardless of gender, age, sexuality or race



GOAL TWELVE: RESPONSIBLE CONSUMPTION AND PRODUCTION

Worldwide consumption and production, a driving force of the global economy, places a burden on the natural environment and resources in a way that continues to have destructive impacts on the planet. Sustainable consumption and production is about doing more and better with less, and to achieve this our business is committed to:

- Embracing and exploring circular business models with our Wasted rug collection
- Creating the highest quality products with a long life
- Educating our customers on responsible consumption including materials and logistics

TEAM_STORY

The brilliant FLOOR_STORY team has fully committed to better understanding our impact over the past twelve months, defining our purpose and values, engaging with our suppliers, learning about brand new topics, and analysing mountains of data!



SIMON GOFF
FOUNDER & DIRECTOR



GILL THORPE
HEAD DESIGNER



ANDREW MOORE
LOGISTICS COORDINATOR



BEKAH SMITH
COMMUNICATIONS MANAGER



CARLO DINARDO
SALES ACCOUNT MANAGER



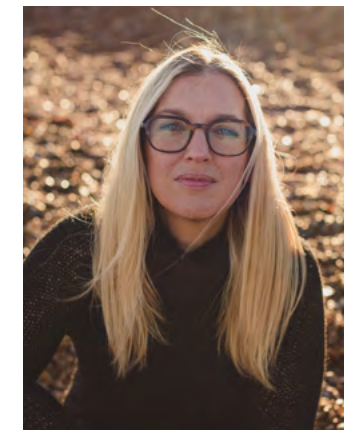
BRISHAN TURNER
SALES & E-COMM COORDINATOR



DANI PARRY
OPERATIONS



KATIE RICHARDSON
PR & MARKETING



SALLY BURTT-JONES
SUSTAINABILITY

CREDITS

We sought and confirmed permission from all weavers seen photographed to use these images within this report.

FRONT COVER:

Rug: Reflective Orange

Collection: CURB

Designer: Gill Thorpe

Photography: Gareth Hacker

Stylist: Nina Lili Holden

PAGE 2

Rug: Splash

Collection: Waves

Designer: Amechi Mandi

Photography: Mark Cocksedge

PAGE 3

Photography: Matt Holyoak

PAGE 4

Rug: Reflective Olive Runner

Collection: CURB

Designer: Gill Thorpe

PAGE 5

Photography: Mark Cocksedge

PAGE 6

Rug: Marmalade in Tonal

Designer: Camellia Indrawati

Photography: Felix Speller

Stylist: Hannah Franklin

PAGE 7

(Left to Right)

Rug: Splash

Designer: Amechi Mandi

Rug: Verso Inset

Designer: Gill Thorpe

Rug: Paste

Designer: Crafts Council x

Halina Edwards

Rug: Diagonal Melt

Designer: Henry Holland

Rug: Shore

Designer: Amechi Mandi

Rug: Curb In Olive Mono

Designer: Gill Thorpe

PAGE 8

Rug: Leopard in Dimitri

Photography: Simon Bevan

Stylist: Hannah Franklin

PAGE 9

Photography: Anup Paudel

PAGE 10

Rug: Splash

Designer: Amechi Mandi

PAGE 13

Rug: DinDins

Collection: FLOOR_STORY x

Choose Love

Photography: Gareth Hacker

PAGE 14

Photography: FLOOR_STORY

PAGE 15

Photography: Anup Paudel

PAGE 16

Photography: FLOOR_STORY

PAGE 17

Rug: Quad

Collection: Verso

Designer: Gill Thorpe

Photography: Felix Speller

Stylist: Hannah Franklin

PAGE 18

Rug: Reflective Orange & Lemon

Hi Vis

Collection: CURB

Designer: Gill Thorpe

Photography: Gareth Hacker

Stylist: Nina Lili Holden

PAGE 19

Photography: Bekah Smith

PAGE 20

Woven Wall Hangings: Alice Hume

PAGE 21

Rug: Wasted Runner 02

Collection: Wasted

Designer: Weavers in Nepal

PAGE 22

Rug: Wasted Geo Multi

Collection: Wasted

Designer: Weavers in Nepal

PAGE 23

Photography: Renée Materials

PAGE 24

Rug: Pill in Mottles Multicolour

Designer: 2LG

PAGE 25

Rug: Aris in Teal

PAGE 26

Photography: Mark Cocksedge

BACK COVER:

Collection: Verso

Designer: Gill Thorpe

Photography: Mark Cocksedge

Interior Designer: Trifle*

WITH SPECIAL THANKS TO:

Words: Sally Burt-Jones,

11 TwentyTwo Ltd

Design: Rose Bircham,

Change Design Ltd

FLOOR STORY

Cairo Studios,
4 Nile Street,
London N1 7RF

floorstory.co.uk
team@floorstory.co.uk
+44 (0)20 7871 3013

We are proud of what we have achieved so far and excited to see where we will be in twelve months time as we continue on our journey to do better. If you have any comments on this report or ideas to share with us, we would love to hear from you. Please email simon@floorstory.co.uk or call us on +44 (0)20 7871 3013.

