

The leading flower retail concept in Norway

HR – direktør
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Introduction to Mester Grønn

- Established in 1983
- 120 fully-owned stores, internet-shop and call center.
- 1400 Employees, 89% females.
- 7 million customers in 2016.
- Mester Grønn buys directly from the best nurseries across the globe.
- Procurement office in Holland, China, India and Kenya to ensure both ethical trade, and the strict Mester Grønn quality.
- Mester Grønn has a strategic focus on ethical trade, sustainability and More Inclusive Working Life

VISION

Mester Grønn sells a large volume of the freshest flowers and plants with the relevant accessories to modern people through a self-service concept run by highly motivated, competent and service minded employees.

CRS AND SUSTAINABILITY

Focus on sustainability, environment and supporting the community.



IEH Ethical trading initiative Norway

Mester Grønn

CRS and sustainability

Focus on sustainability , environment and supporting the community.

- Cooperation with Salvation Army, Fair Trade, the cancer research foundation, Local initiatives and Ethical trading Initiative.
- *Walk as you talk* - at the headquarters Mester Grønn has installed geothermal heat pumps for sustainable heating and cooling of flowers.
- All flowers sold are packed in recycled newspaper.
- The profits from sales of plastic bags is used by The Salvation Army to help the less fortunate in society get a safe and stable job.
- Grønn inkluderer and a More Inclusive Workinglife.

The Idea of Grønn Inkludering



Lier kommune
GRØNNE LIER – FOR ALLE INNBYGGERE



Levanger kommune
Innvandrertjenesten
Levanger vo

Cooperation



Goal

Transfer value:

Develop a package of tools that could be used by companies and other employer who wants to work with More Inclusive Working life.

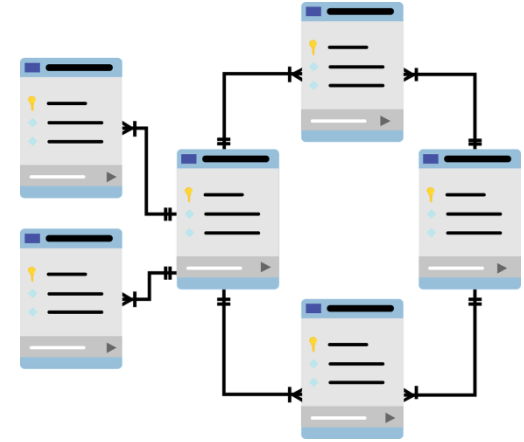
Project goal:

Early language training in combination with work experience in cooperation with Mester Grønn.

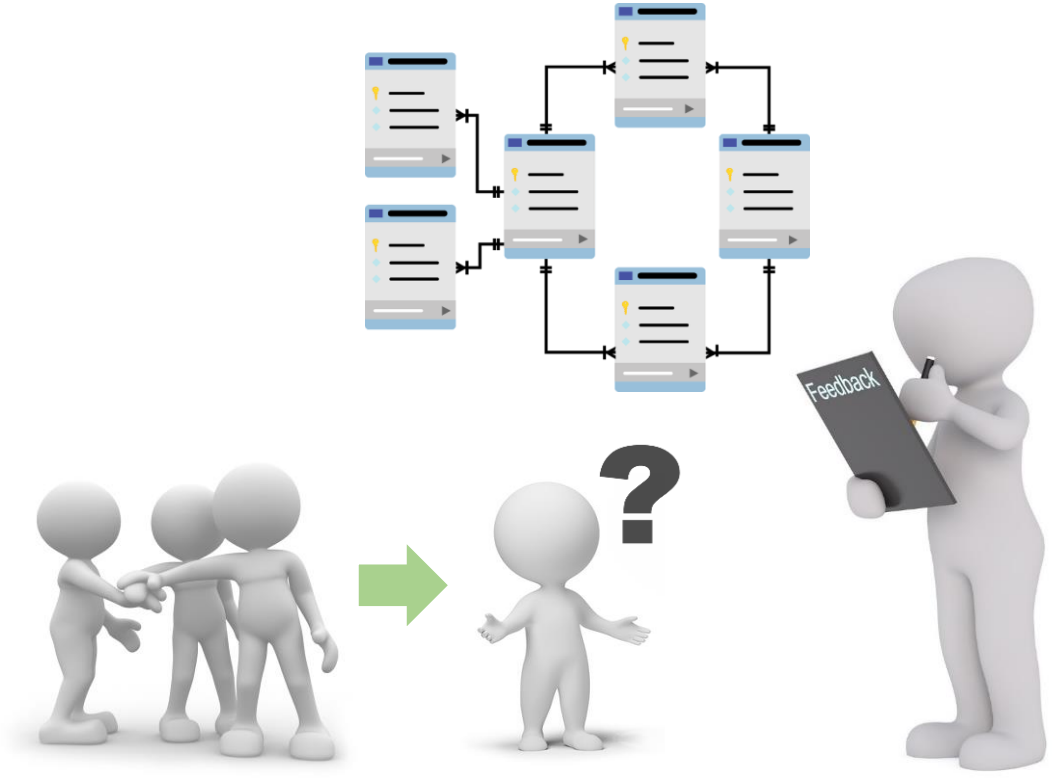
Inclusion package
- To make it easy
to include refugees
in to the labor market.

Make standards
for contact and monitoring
of the employer

Make standars
for the cooperation between
NAV and municipality to make it
as efficiency as possible



Experiences



Digital

