



Bloom & Wild
Group

OUR JOURNEY TO
NET ZERO BY 2045

2025 IN REVIEW

BERGAMOTTE

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& WILD

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MAKING WAVES IN 2025

It's been a year of big numbers and big wins. And while the spreadsheets tell one side of the story, the real story would best be told by our team, and their continued tenacity. From pushing through logistical challenges in finding new, innovative ways to transport our flowers. To obsessing over the carbon footprint of a single rose stem. They've truly cared wildly at every turn.

We're incredibly proud to share what we've achieved this year:

- **Reduced our carbon footprint by nearly 26%** per delivery, officially verified by our independent, carbon auditor.
- **Reduced the carbon footprint of some stems by a huge 90%**, through transporting by sea rather than by air.
- **Tripled our zero-emission deliveries** to over one million gifts delivered on foot, by bike, or electric van.
- **Cleaned up our digital act**, reducing our cloud and AI carbon emissions by over 90%.

We're staying focused, and on track to reduce our per-delivery carbon footprint by 50% by 2030. The path to Net Zero is rarely a straight line, and this year has come with its own setbacks, learnings and headwinds. But with verified data guiding us and a resilient team, we're confident that this time next year we'll be sharing even more good news.

Aron

Aron Gelbard
CEO of Bloom & Wild

Sibbe

Sibbe Krol
Director of Sustainability



WHAT DOES IT MEAN TO BE NET ZERO?

We're already officially CO₂ Reduction Certified by Anthethis Group. For every bouquet our customers buy, we reduce its carbon footprint by choosing low-impact materials, in-house efficiency measures, renewable energy, and external offsetting projects (VCS or GoldStandard accredited).

But Net Zero goes beyond this. It means we plan to reduce our emissions in line with the Paris Agreement – 50% by 2030 and 90% by 2045. What we can't reduce, we offset (as a final resort) using carbon removal credits.*

These credits are important in their own right. The goal of the Paris Agreement is to limit the increase of global temperatures to 1.5°C. But we – as a planet – can't do that without also removing 10 billion tons of carbon from the atmosphere each year, by 2050. So it's important that businesses are investing in systems to support this now.

*The Net Zero methodology is developed by the Science Based Targets initiative (SBTi), which is coordinated by the World Resources Institute, United Nations Global Compact, WWF, and the Carbon Disclosure Project.

HOW WE TRACK OUR IMPACT

We look at our emissions across three ‘scopes’ to make sure we aren’t missing anything:

- **Scope 1: Our direct footprint**
The fuel and gas used in our own buildings and vehicles.
- **Scope 2: The energy we buy**
The electricity we purchase from the grid to keep the lights on.
- **Scope 3: Our wider impact**
The vast majority, from the farms that grow our flowers to the packaging producers, to the (electric) vans that deliver them to your door.

You can see an example of the sorts of things that contribute to each scope on the next page.

We’re acutely aware that **85.4% of our total greenhouse gas emissions come from upstream transportation and growing flowers** (Scope 3). This is our biggest challenge, so it’s where we are putting our energy.

A WIN FOR 2025

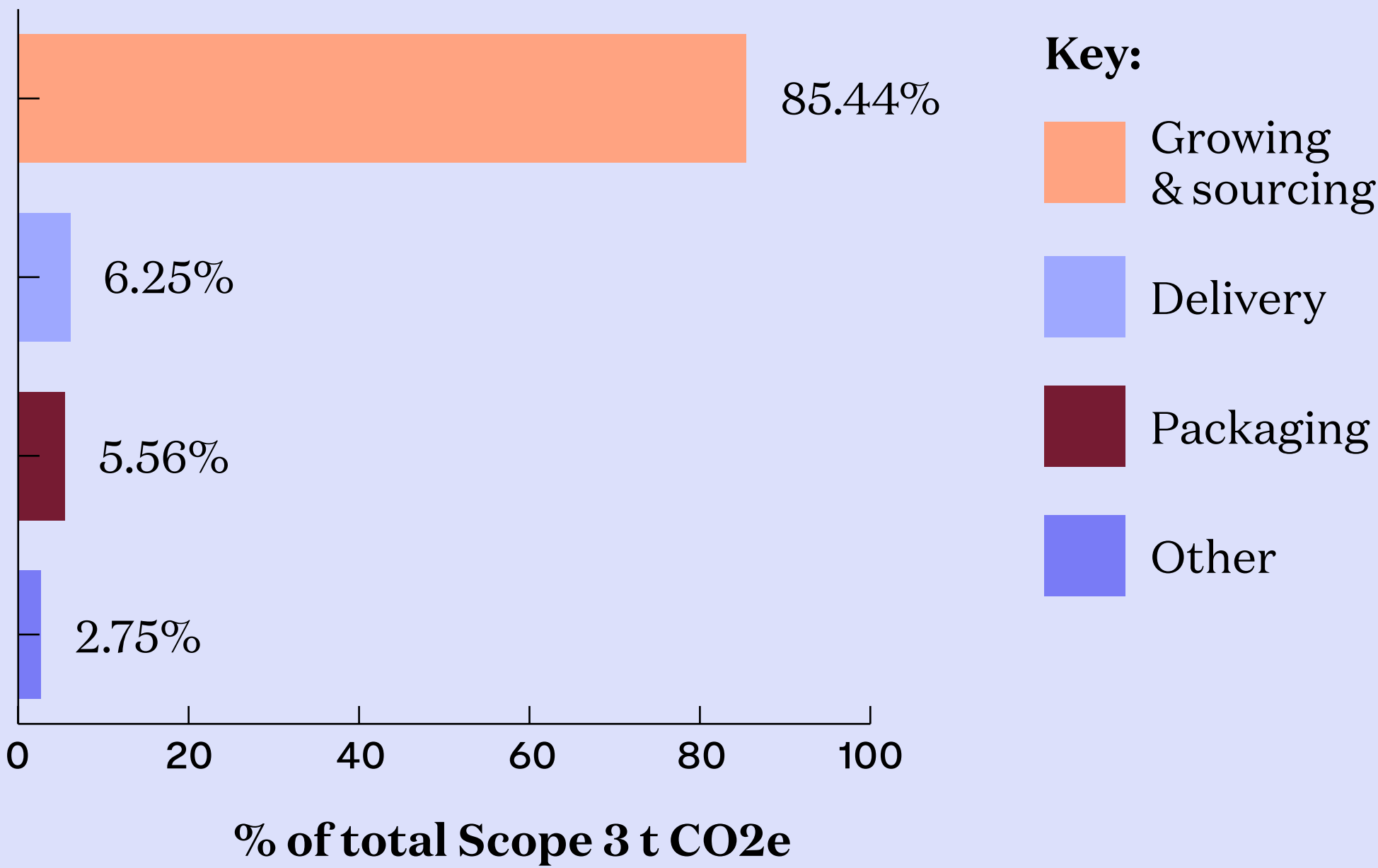
In line with these targets, we’ve managed to reduce our per delivery carbon footprint by **26% per product delivery**, moving from 7.2kg CO2e to 5.33kg CO2e as verified by our carbon auditor Preferred by Nature and in line with the Greenhouse Gas protocol and the CO2 Reduction Certification of Anthesis.

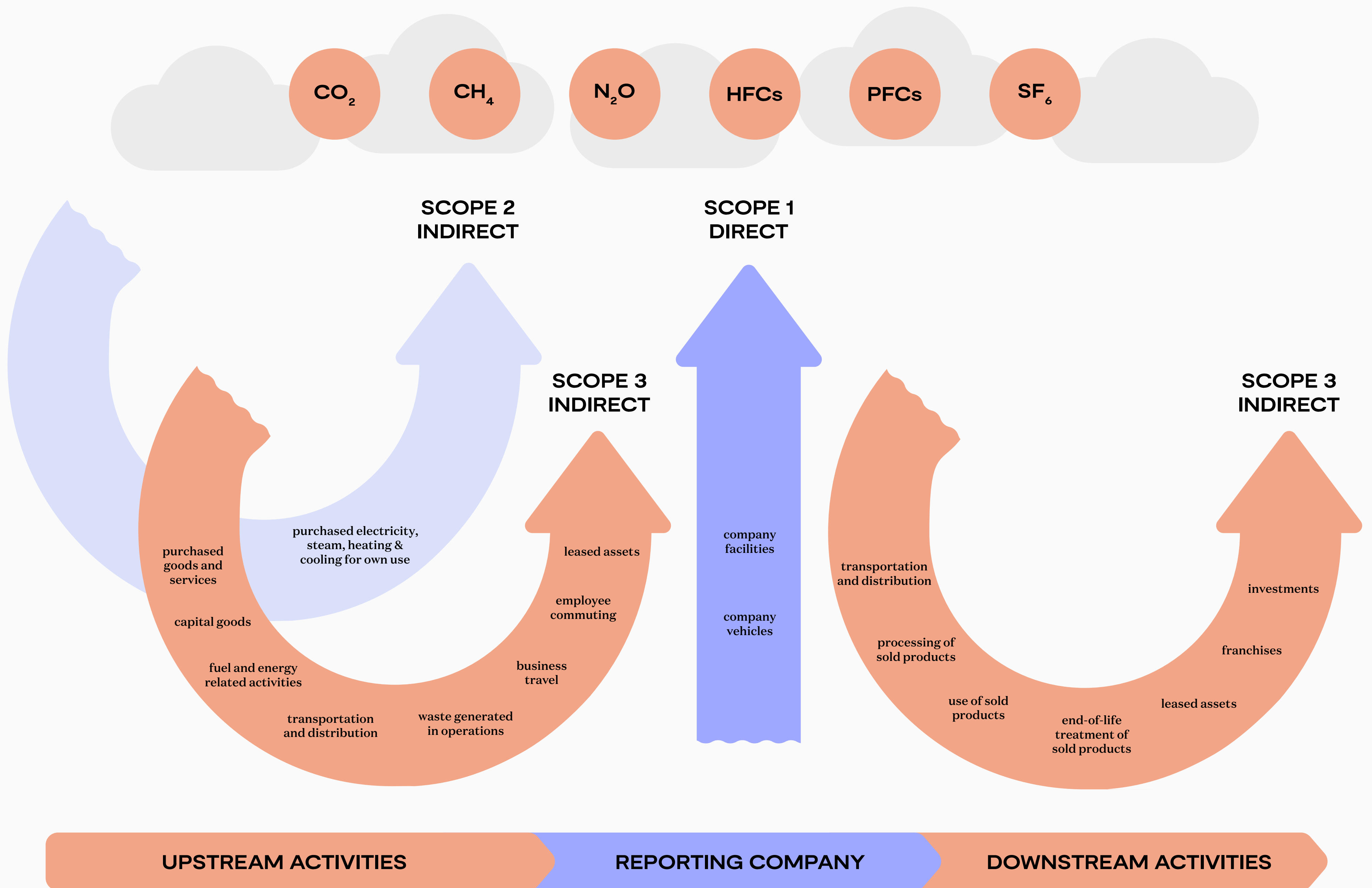
OUR 2025 CARBON INVENTORY

Total emissions	t CO2e	% of total
Scope 1	130.0	0.51%
Scope 2 (Location based)	348.1	1.35%
Scope 2 (Market based)	17.3	0.07%
Scope 3	25,278.6	99.42%
Total emissions	25,425.9	

We report two figures for Scope 2, following GHG Protocol. Location-based shows the local grid average. Market-based shows what we actually buy. Because we buy renewable electricity, the market-based figure is lower and accurately reflects our real footprint.

A CLOSER LOOK AT SCOPE 3





Based on information from Greenhouse Gas Protocol



SLOWER TRAVEL, LIGHTER FOOTPRINT

Our favourite kind of flowers are those grown outdoors within the UK and Europe. So, over spring and summer (when the weather is warmest), we strive to source plenty of these.

However, this just isn't an option during winter. And some stems, like roses and snapdragons, need hotter temperatures to flourish. In these instances, we turn to growers in regions like Africa and South America. Sourcing from warmer climates in winter is less impactful than flowers grown in artificially warmed greenhouses closer to home (which can have a carbon footprint 4 to 6 times higher).

We've always been transparent about the impact of flying flowers. But we wanted to do it better. The data shows why this matters: an air-freighted stem can produce 200-300g of CO₂e, whereas shipping it by sea can bring that down to 20-30g. That's a reduction of around 90%.

Flying our flowers produces **200-300 grams of CO₂e**.

Shipping our flowers produces just **20-30 grams of CO₂e**.

That's a **reduction of 90%**.

NAVIGATING CHOPPY WATERS

We faced a hurdle this year when the security situation in the Red Sea deteriorated, complicating our sea freight routes from Kenya. Rather than pausing, we looked elsewhere, working with certified farms (like Rainforest Alliance) in places like Colombia and Costa Rica to bring stems over by boat. We continue to support our Fairtrade flower farms in Kenya, and we'll be trialling Kenyan sea freight again once the routes are more stable.

MEET OUR 'SEA-RESILIENT' STEMS

Through rigorous trials, we've learned which stems love a sea voyage (like alstroemeria, carnations, and chrysanthemums), and now we're even shipping full bouquets. Because sea freight involves less handling, they often arrive in even better quality.

OUR SEA FREIGHT TARGET

We are determined to keep this momentum. We have set a target to **transition at least 30% of our flower volume to sea freight by 2030**. It's an ambitious target, but we're committed to making it work.



WHAT ELSE HAVE WE BEEN UP TO?

DESIGNING WITH DATA

We're trying to change how we design our bouquets from the ground up. We continue to use **carbon budgets** to select lower-impact stems. This means our florists look at the carbon data before they design, making swaps to keep the footprint down. It's helping us towards our goal of reducing the footprint of our bouquets by **7% year-on-year**.

SAME ROSES, GREENER ENERGY

We've been busy testing innovative new suppliers. A recent success has been roses grown in greenhouses that use green electricity, geothermal energy or underground heat storage. These have a footprint of less than 70 grams CO₂e, compared to over 200 grams of CO₂e for

an airfreighted rose, and more than 1kg of CO₂e for a rose from a traditionally heated greenhouse.

LIGHTER PACKAGING

We continue to reduce the materials we use for packaging. We've managed to get the weight of our hand-tied bouquet boxes down from over 400g to 382g, and we're aiming for 325g next. It sounds small, but it adds up to a reduction of nearly 80,000kg CO₂e every year.

THE FINAL MILE

We're really pleased to see our delivery footprint shrinking. We've more than tripled our annual zero-emission deliveries, reaching **1.1 million** gifts delivered on foot, by bike, or electric van.

OFFSETTING IS OUT. 'BVCM' IS IN.

We know we can't eliminate every single emission just yet. That's why we support **Beyond Value Chain Mitigation (BVCM)** projects – previously known as 'carbon offsetting'.

HOW IT WORKS

BVCM is the essential climate change fighting activity that happens outside a company's own operations – like funding carbon removal or forest protection – rather than only cutting emissions within our supply chain. It's called "Beyond Value Chain" because these actions don't count toward our company's internal reduction targets (Scope 1, 2, & 3) but are critical for funding the immediate climate solutions the planet needs to keep the global goal of limiting global warming well below 2 degrees celsius.

With over 98% of our emissions coming from indirect Scope 3 sources (like growing flowers), we can't eliminate this footprint overnight. BVCM allows us to take responsibility for the impact we can't avoid today, alongside the hard work of reducing our emissions year-on-year to hit Net Zero by 2045.

Our work in this area has earned us the status of **CO₂ reduction certified**, as certified by Anthesis. [See the full report here.](#)





PROJECTS WE SUPPORT

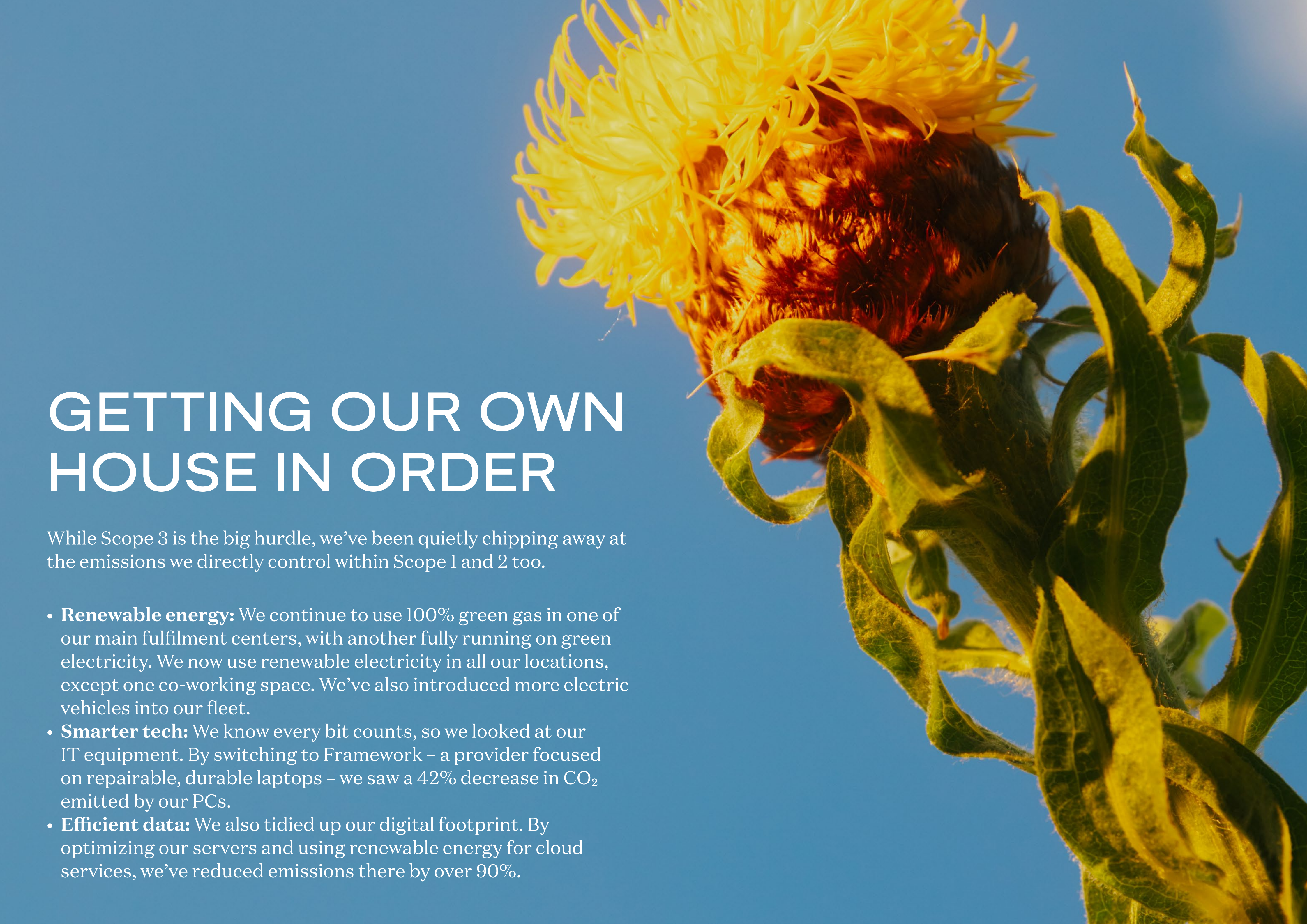
We support verified projects like the **REDD+ Mataven project in Colombia**, which helps protect forests and supports indigenous communities, and reforestation efforts in **Tanzania**. Each of them has Verra and/or GoldStandard accreditation.

REDD+ MATAVEN PROJECT IN COLOMBIA

In the tropical forests of Vichada, Colombia, the REDD+ Mataven project stands as a landmark initiative for environmental protection and indigenous empowerment. Located within the Resguardo Indígena Unificado, Selva de Matavén (RIU-SM) is one of the largest Indigenous territories in the country. This project generates carbon credits by protecting natural resources, and enables communities to safeguard their environment while also improving their quality of life.

REFORESTATION IN TANZANIA, UNCHINDELE & MAPANDA

We're helping to reforest degraded land in southwest Tanzania. This project doesn't just capture carbon by storing it naturally in the soil and trees; it also breathes new life into the local economy, creating sustainable livelihoods for the people who live there.



GETTING OUR OWN HOUSE IN ORDER

While Scope 3 is the big hurdle, we've been quietly chipping away at the emissions we directly control within Scope 1 and 2 too.

- **Renewable energy:** We continue to use 100% green gas in one of our main fulfilment centers, with another fully running on green electricity. We now use renewable electricity in all our locations, except one co-working space. We've also introduced more electric vehicles into our fleet.
- **Smarter tech:** We know every bit counts, so we looked at our IT equipment. By switching to Framework – a provider focused on repairable, durable laptops – we saw a 42% decrease in CO₂ emitted by our PCs.
- **Efficient data:** We also tidied up our digital footprint. By optimizing our servers and using renewable energy for cloud services, we've reduced emissions there by over 90%.



BUILDING A BUSINESS THAT BENEFITS ALL

The Bloom & Wild Group is Europe's leading online flower and gifting platform. Our family is made up of three brands across eight countries:

- Bloom & Wild
- bloomon
- Bergamotte

Our mission is to lead change for good. Becoming a certified B Corp in 2024 was a big step for us, but it's really just the beginning. It holds us accountable to high standards of social and environmental performance.

We've also joined the **Better Business Act Coalition**, adding our voice to over 3,000 companies asking for a change in the law. We believe all businesses should be legally required to balance profit with the needs of people and the planet.

If you have any questions or feedback on what you've read here, don't hesitate to get in touch with us:

bloomandwild.com/contact-us

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