

A hand holding a vibrant orange rose against a clear blue sky. The rose is in full bloom, with many layers of petals. The hand is positioned on the left side of the frame, holding the stem of the rose. The background is a solid, clear blue sky.

Bloom & Wild
Group

OUR JOURNEY TO NET ZERO

2024 UPDATE

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WE'RE ON TRACK AND STAYING THE COURSE TO REACH NET ZERO BY 2045

As a certified B Corp™, we care wildly about the future of our planet. We've been officially carbon neutral certified since 2020, and have been actively reducing our carbon footprint for several years. But to really do our bit to fight the climate crisis, we pushed ourselves to go further: net zero by 2045 or sooner.

It's been an exciting year, with lots of innovation to celebrate. I'm incredibly proud to announce we've:

- Successfully scaled innovative **carbon budgets** for our bouquets
- Continued to reduce our product carbon footprint **by 7% year-on-year**
- Introduced even more **low-impact bouquets** in our range
- Beaten our **2030 emission-reduction targets, for our combined Scope 1 & Scope 2 emissions**, six years ahead of schedule

Please do read on to get the full picture. Huge credit must go to our dedicated team. They work hard every day to find new and inventive solutions, so we can carry on doing the right thing for our customers and our planet.



Aron Gelbard
CEO of Bloom & Wild



Sibbe Krol
Director of Sustainability

OUR MISSION

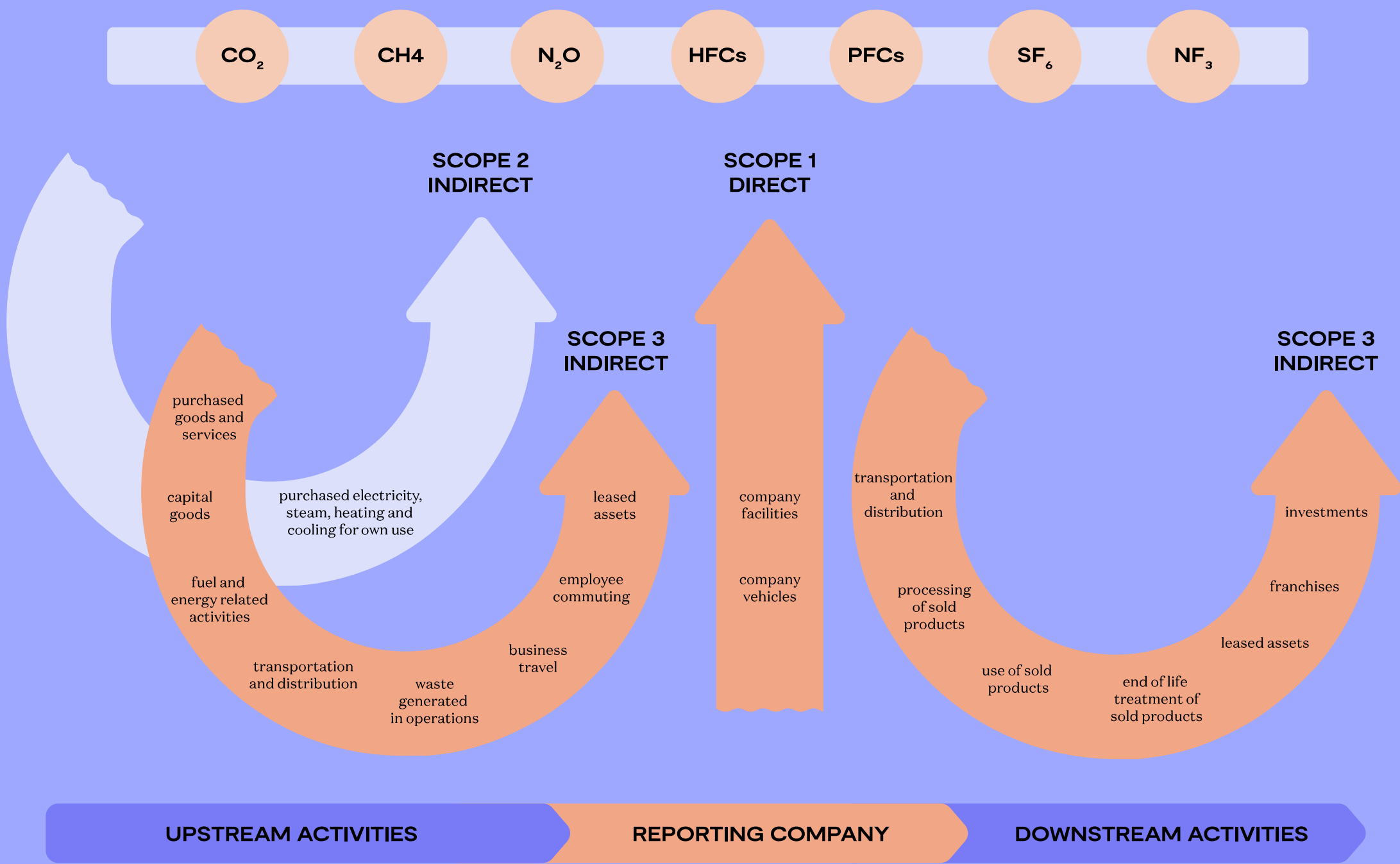
In 2022, we shared our **Net Zero Pathway**, which set out how we were going to make crucial reductions in greenhouse gas emissions across all our operations and sites. In line with science-based target setting based on the Paris Climate Agreement, we committed to halve our scope 1 & 2 emissions by 2030, and by 90% by 2045. We'll also cut down our scope 3 emissions by reducing our bouquets' carbon footprint by 7% year on year.



HOW WE DO IT

We look at all of our emissions across three different ‘scopes’.

- **Scope 1:** our own ‘direct emissions’ (like natural gas boilers, or fuel burned by company vehicles);
- **Scope 2:** indirect emissions from purchased electricity, steam, heat, and cooling (e.g. keeping our flowers cool and running our appliances);
- **Scope 3:** indirect emissions from our upstream and downstream suppliers and operations (e.g. growing flowers, packaging, delivery, servers, commuting, working from home etc.) We challenge ourselves to incorporate as much as we can here. From big categories like our flower sourcing to smaller things like our travel by tube, emissions from staff working from home, and fugitive emissions (like leaks from air conditioning).





THE GOOD NEWS

- We've managed to **more than halve our combined Scope 1 & 2 emissions** already – well ahead of our 2030 deadline – through efficiency measures and by switching to renewable energy sources.
- We've got even **smarter with tracking our Scope 3 emissions**. From the carbon footprints for individual stems. To the lifecycle of our packaging. To 'well-to-wheel' data for our deliveries – which tracks emissions from oil extraction and refining processes right through to driving. This is helping us pinpoint exactly where we can make reductions.
- In an industry first, we've successfully launched **carbon budgets for our bouquets**. So we can buy quality flowers that not only look beautiful, but also meet our carbon footprint targets (and other sustainability credentials, like sourcing in line with [Floriculture Sustainability Initiative](#) certification).
- We're on track to **reduce the footprint of our bouquets by 7% year-on-year**, having moved from our baseline of 7.2 kg CO₂e per bouquet in 2020 to now 5.36 kg CO₂e per bouquet in our 2024 financial year.
- We've introduced even more low climate impact and high social impact bouquets to our range, like our 100% Organic Blooms in the UK, and Fairtrade Bouquet in Germany.

For all of these data points, we work with both an independent carbon auditor and certifying agency: [Preferred by Nature](#) and [Anthesis Climate Neutral Group](#).

INTRODUCING: THE FIRST CARBON-BUDGET BOUQUETS

Flowers shouldn't cost the earth. So we design ours to a carbon budget. Compared to last year. for each and every bouquet we're saving the same amount of carbon as your daily coffee run.*

In an industry-first, we've gone to obsessive levels of detail to map the carbon footprint of each individual stem we use, from farm to front door. Lots of things affect the carbon footprint – from growing location, to sustainable innovations within the supply chain, to how they're transported.

Using this data, our bouquet designers cleverly create arrangements that meet (or beat) the budget. While still achieving the same beautiful aesthetic we're known and loved for. This is helping us reduce our emissions by 7% every year and race closer to our ultimate goal to reach Net Zero.

*Sources:
clevercarbon.io/carbon-footprint-of-common-items/
clevercarbon.io/thecoffeemenu/



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CARBON SAVINGS PER BOUQUET =

Name		Quantity
Espresso		1
Cappuccino with Dairy Milk		1
Tea		1
Takeaway disposable cup		3



TOTAL =



REDUCING CARBON EMISSIONS
OF BOUQUETS 7% EVERY YEAR



WHERE WE'RE STILL WORKING HARD

SHIPPING (NOT FLYING) OUR FLOWERS

We committed to rapidly scaling sea freight for our stems that come from overseas, especially Kenya, since it can offer a $\pm 90\%$ reduction in carbon intensity.**

We made a good start, but the deteriorated security situation in the Red Sea made this much more complicated. To mitigate this, we're looking at sourcing flowers via sea through other routes, for example from Colombia and Costa Rica. The benefit of sourcing from these countries means it avoids us buying flowers from natural-gas heated greenhouses in Europe in winter (which can have a 4 to 6 times higher footprint than flying them in from abroad.)*** And it allows us to support Fairtrade farms, where our Fairtrade premiums contribute to the development of local communities.

IMPROVING OUR CARBON FOOTPRINT METHODOLOGY

We want to make sure our footprint mapping is the most accurate and robust it can be, to help us meet ambitious [SBTi-based](#) carbon reduction targets.

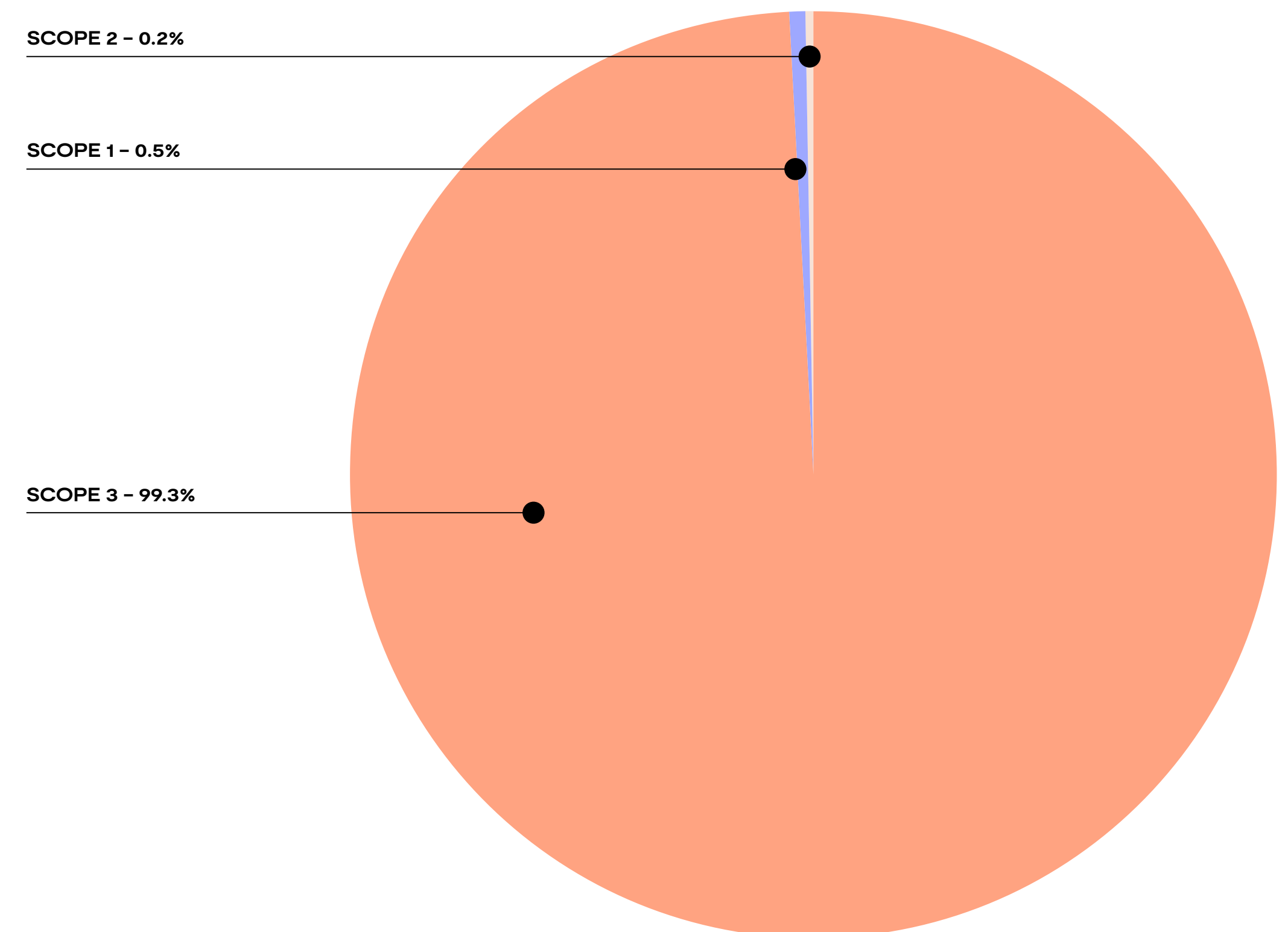
Last year, we aimed to adopt the European Union's method, the [FloriPEFCR](#), to calculate the carbon footprint of our flowers based on the latest insights, and use this for our long-term validated targets. FloriPEFCR tools are currently being rolled out. So during that time, we continue to work with our current EcoInvent-based dataset to take urgent action to reduce our carbon footprint.

** BP4GG, Business partnerships as a force for good, September 2021

*** Intep and Fairtrade, "Life Cycle Assessment Cut Roses", July 2023

OUR BIG FOCUS: SCOPE 3

Below you can see how our emissions are currently split across Scope 1, 2 and 3, showing why Scope 3 continues to be at the top of our priority list.



WHO WE ARE: THREE BRANDS. ONE MISSION.

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

We're united by a mission to **lead change for good** in the industry. Changes that benefit our customers, our community and our planet.

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WHAT IS NET ZERO?

As a general rule, to be Net Zero means to halve greenhouse gas emissions by 2030 and by $\pm 90\%$ no later than 2050, while removing carbon from the atmosphere in line with the emissions that you can't yet reduce or cut out.¹ This is in line with the Paris Climate Agreement, which is an international effort to limit the increase of global temperatures to 1.5°C.

We've been carbon neutral since 2020. That means 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).

Net Zero goes beyond carbon neutral. It means producing as close as possible to zero emissions in the first place, and then – as a last resort – using carbon removal credits to offset any final emissions.

Why invest in offsetting, and not just focus on reductions? We believe both reductions and offsetting are vital. The Intergovernmental Panel on Climate Change (IPCC) and the World Resources Institute (WRI) state that in order to limit global warming to 1.5 degrees, global emissions need to be reduced by 90% and carbon removal needs to increase to ± 10 billion tons annually by 2050. Right now, we're removing less than 1 billion tons. All investments in the systems and technologies that can help scale this number are essential.

¹ The Net Zero methodology is developed by the Science Based Target initiative (SBTi), which is coordinated by the World Resources Institute, United Nations Global Compact, WWF, and the Carbon Disclosure Project.

WHAT'S NEXT?

Change happens when we all work together. As a B Corp, we're part of a global movement of companies committed to using business as a force for good. We've adopted a triple bottom line – people, planet, and profit. This means we measure our success on how we're positively impacting the environment and society (not just shareholders).

We're also proud members of organisations such as the [Floriculture Sustainability Initiative](#) and [Tech Zero](#), where we can collaborate with partners and sector stakeholders to drive urgent progress.

We continue to work with suppliers who care about the future of our planet just as much as we do, to share and develop insights in emissions and potential reductions.

And as a team, we carry on challenging ourselves to find ways to reduce the environmental impact of our flowers and other gifts. So our customers can carry on enjoying the positive emotional impact they have on the people they love.

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

