

bloomon
Sustainability Report

2023

Message from our CEO

Flowers have an incredible power to unite us and express care. They infuse our homes and lives with positivity. Which is why we are committed to growing flowers that benefit both people and the environment. To steer our efforts towards impactful outcomes, we've adopted the Sustainability Framework. (Page 5,6)

bloomon emerged as a pioneer in the traditional flower industry, and we are determined to keep it that way. Our sustainability journey is integral to our ambition of transforming the sector for the greater good.

Our commitments are:

1. To reduce, offset, and eventually remove our carbon impact, in line with Net Zero.
2. To partner with responsible growers, sustainable suppliers, and NGOs.
3. To invest in improving the lives of our people and communities.
4. To lessen waste with a short supply chain, recyclable packaging, and detailed forecasting.

For us, doing anything less is simply not an option.

We're very proud of everything we've achieved so far. This includes introducing two additional bouquets, both 100% organic and filled with Dutch-grown organic flowers. We've been certified climate neutral for the fourth year in a row, and kicked off our Net Zero journey through the use of carbon budgets for our floral designers and buyers. Moreover, successfully piloting sea freight for our flowers sourced from distant regions contributed greatly in lowering our carbon footprint. We also continue to be a committed member of the Floriculture Sustainability Initiative.

But we don't plan to stop here, there's still a lot of work to be done. Our commitment to you is to be clear about our progress and to challenge ourselves to do better. This sustainability report is an example of our pledge to be transparent. Read on to find more, and if you have any feedback or questions, don't hesitate to get in touch.

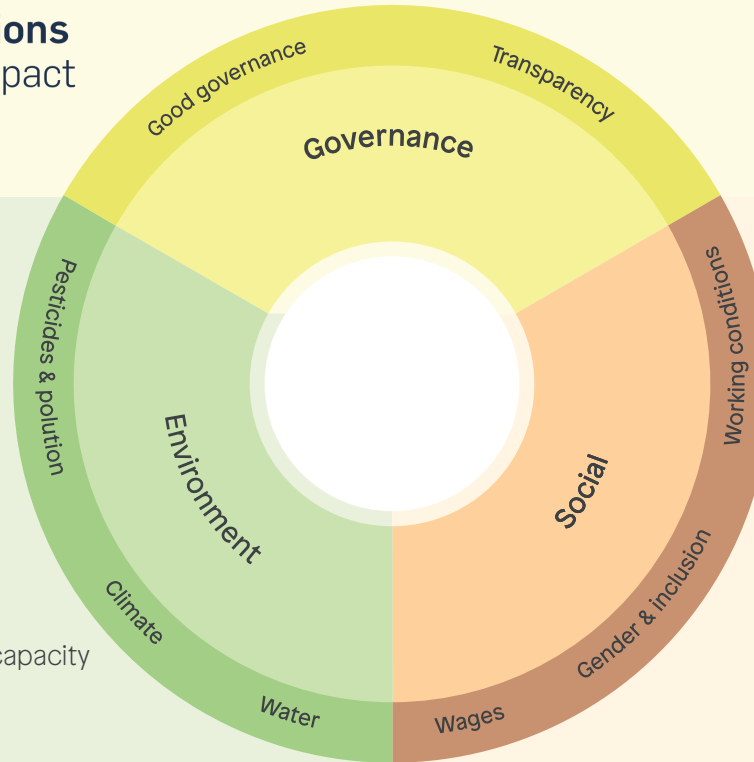
Aron Gelbard,
CEO bloomon, part of Bloom & Wild Group



Sustainability Framework



United Nations
Global Compact



Target 6.3:
Reducing pollution and minimizing release of hazardous chemicals
Target 6.4:
Increase water-use efficiency and ensure sustainable withdrawals
Target 6.6:
Protect and restore water-related ecosystems



Target 13.1:
Strengthen resilience and adaptive capacity
Target 13.2:
Integrate climate change measures
Target 13.3:
Improve capacity on climate change mitigation & impact reduction



Target 15.1:
Ensure the conservation, restoration and sustainable use of ecosystems
Target 15.3:
Restore degraded land and soil, strive to achieve a land degradation-neutral world
Target 15.5:
Halt the loss of biodiversity

Target 1.1:
Eradicate extreme poverty
Target 1.4:
Ensure access to basic services
Target 1.5:
Build the resilience of the poor



Target 5.1:
End all forms of discrimination
Target 5.2:
Eliminate all forms of violence against all women and girls
Target 5.5:
Ensure equal opportunities



Target 8.7:
Take immediate and effective measures to uphold human rights
Target 8.8:
Protect labour rights and promote safe and secure working environments for all workers





Inhoud

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From field to your home

bloomon



Our trusted growers put all their effort into growing strong, beautiful flowers.



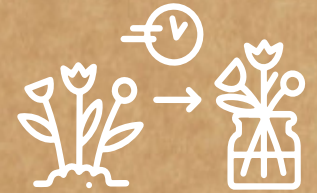
Together with our growers from all over the world, we select the best flowers each season has to offer.



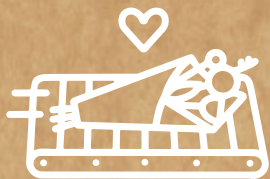
Our designers create the most delightful designs and styles for the bouquets.



We get the flowers from the growers to our fulfilment centre by trucks or airfreight.



Our short supply chain ensures your flowers are incredibly fresh and last longer.



Each bouquet is carefully composed and hand wrapped with care.



We wrap our flowers with the best, most responsible packaging materials.



The bouquets are transported by truck to your area.



Preferably, we bring the bouquets by bike or electric van to your home.



Let everybody enjoy our gorgeous flowers.

Where our flowers come from

We think deeply about where we source from and how we can do that as sustainably as possible. We would love to buy all our flowers locally. And we do buy lots of outdoor grown Dutch flowers whenever that is the best choice, like in the middle of summer. But many factors play a role. In some seasons and for some flowers, growing in Holland is just not the most sustainable choice.

Let's look at the options.

1. Outdoor grown in the Netherlands

We prefer to use flowers that grow in fields in the Netherlands. During the summer, they are naturally grown without any heating. We also offer our certified organic bouquet, the Bio-bouquet, in the summer, with only organic, locally grown flowers.

No doubt about it, this is our preferred option. A pity our summers don't last forever!

2. Outdoor grown in the south of Europe

When the weather gets colder in the Netherlands, countries in the south of Europe still have the warmth needed to grow flowers outdoors. So during our colder months, we're a bit like migrating birds - we move south for some of our outdoor grown flowers.

3. Outdoor grown in Africa and South America

Some flowers cannot be grown outdoors in Europe, especially during autumn and winter. We need to source from warmer countries outside of Europe like Kenya, or from heated greenhouses in Holland.

We have taken a good look at the impact on the environment of these two options. Studies show that even with air freight, the total carbon footprint of growing flowers in Kenya is typically four to six* times less than growing flowers in heated greenhouses in Europe.

Surprising? Maybe so. That's why we love to look at the data to make the best choices.

We're observing another encouraging result from this sourcing method. The increase in successfully shipping flowers via sea freight has substantially reduced the shipping footprint by about 90%!** When we consider that the farms we partner with support the livelihoods of millions across continents, this emerges as an exceptionally favourable option for flower sourcing.

4. Grown in heated greenhouses

We prioritise sourcing flowers with lower carbon footprints, recognizing that certain varieties thrive best in controlled, heated environments like greenhouses. This approach ensures consistent quality that might otherwise be compromised when grown outdoors. In these cases, we partner with growers using innovative techniques for sustainable growth by employing renewable energy sources such as geothermal power, which minimises environmental impact.

Our bouquets often have a mix of Dutch flowers, African flowers (primarily Kenyan) and sometimes flowers from South America.

*Source: M. Aig, R. Frischknecht, Life Cycle Assessment of Cut Rose Production in the Netherlands and Kenya, Fair Life Cycle Thinking, 2019.

**Source: FCDO, Business Partnerships as a Force for Good Learning Series, September 2021

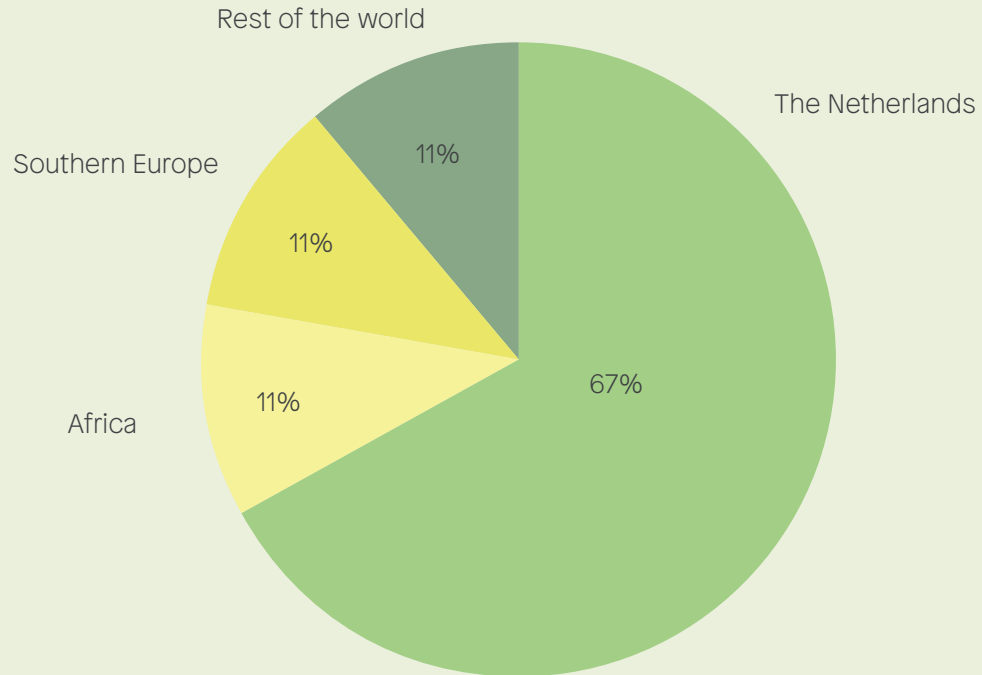
"Sustainability has been an important theme for us since bloomon was founded in 2014. We challenge ourselves to reduce our impact every year. We can only reduce properly and at the right points with good data. Being data-driven means that we get the very best insights and can make an impact - for now, and for the future."



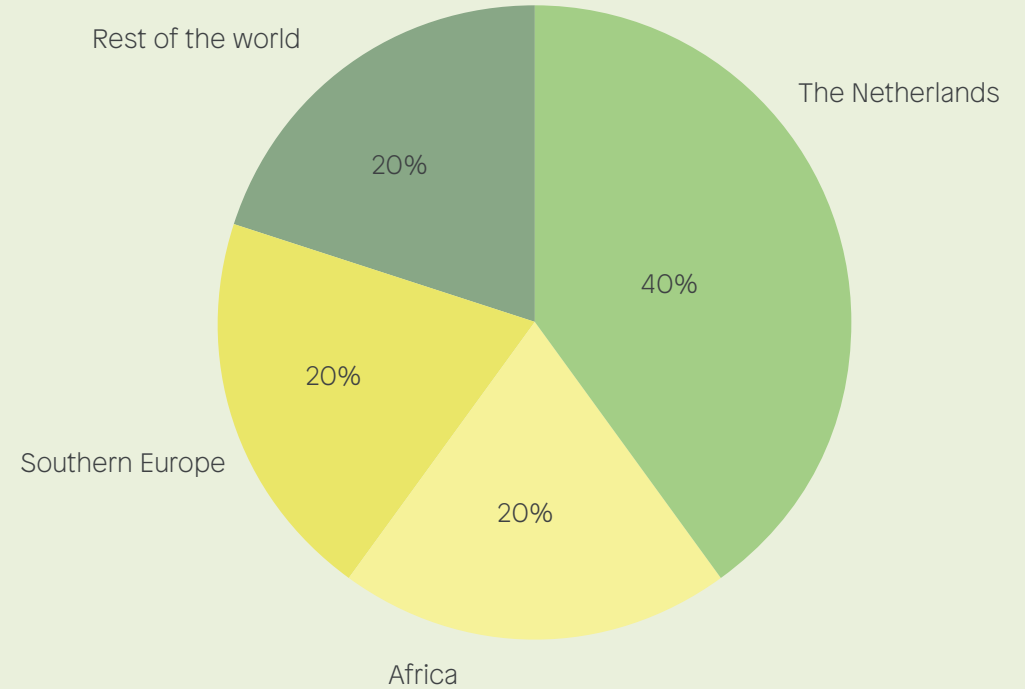
Roy Barnhoorn
Buying & Bouquet Lead

Where our flowers come from

Summer



Winter



The percentages are an indication.

"We want to work with nature and the seasons as much as we can, especially if we can transport outdoor grown flowers from abroad sustainably"

Roy Barnhoorn
Buying & Bouquet Lead





Chapter 1
**Protecting
the environment**

Protecting the environment

As lovers of flowers and nature, we care deeply about the environment. Flowers are a vital part of our natural ecosystem and bring positivity to our lives. Therefore, we are always looking for innovative, smart ways to reduce our impact.

And that's needed. We'll be honest. The flower industry is not the easiest industry to make more sustainable. Growing, packaging, and transporting flowers all bring sustainability challenges. Do we go for flowers from the Netherlands, where growers need to use energy for heating and lighting, or get them all the way from Kenya where they can be grown without artificial heat? From how we think about using fertilisers and pesticides to finding the best packaging materials – we work hard to understand the bigger picture and balance the nuances of each decision we make.

Fortunately, we know what it's like to be different in this industry. We've been disruptive from the start: introducing our distinctive modern bouquet designs, streamlining our supply chain for optimal flower freshness while minimising waste, and dedicating ourselves to growing flowers that benefit both people and the planet.

So, let's shake it up. Let's face those dilemmas. Make the hard choices.



What we do

We are making data-driven choices.

We love data. We know where all our flowers come from. Everything is traceable: from grower to country of origin. And we know what that means for their environmental footprint. So that we can make fact-based decisions. It also helps us predict how much we need and by when, enabling us to consistently minimise waste.



We are working hard to make our packaging from 100% recycled material and improve recyclability.

Our paper comes with FSC certification and recycled content, while our eco-sponge, responsible for hydrating the flowers, is compostable. In our Bio bouquet, the wrapping and care card are made from recycled flower waste. We've also swapped out plastic flower food sachets for recycled paper ones and transitioned from liquid to powder, reducing our environmental impact bit by bit.



Together with our growers, we work hard to reduce the impact of the sector.

We're looking for sustainable alternatives that deliver robust, healthy flowers, such as utilising sea freight for transportation from Kenya. Additionally, we conduct frequent tests to detect any banned pesticides, ensuring that our flowers are grown responsibly.



We are climate neutral and on the way to Net Zero - we measure, reduce, and offset our greenhouse gas emissions.

We footprint our individual flower stems so we can minimise the impacts of our bouquets. We are using carbon budgets to reduce the footprint of our bouquets to stay on track for reaching Net Zero emissions by 2045. We are using 100% green energy in our Amstelveen fulfilment centre and office whilst switching more and more of our transportation over to electric vehicles. And we are proud to be certified climate neutral, meaning we offset those emissions we cannot yet reduce by investing in forest conservation, replanting, and agroforestry.



ENVIRONMENT

Climate & making data-driven choices

As a disruptive tech scale-up, we are always looking for new ways to do our business. We love to question the status quo. And to be scientific about our operations.

One example is being data-driven about where we source. We know where all our flowers come from; from grower to country of origin.

Working with growers, we have gathered a lot of data on what goes on in our supply chain. We look at heating, lighting, fertilisers, water, and packaging. Together with growers and sustainability experts, we have used that information to get a deep understanding of the impact per flower.

All this gives us insight per individual flower stem and helps us make better choices and focus on high impact areas.



The facts on data-driven sourcing

- Since mid-2021, we know for 100% where all our flowers come from.
- We collect the data per flower stem.
- Using FSI (Floriculture Sustainability Initiative) guidelines, we map out which quality criteria and certificates they possess. For more on the FSI, please see page 69.
- The data is integrated into our procurement system, the Bouquet Management System (BMS).
- Currently, our BMS displays both the certification level and the CO2e footprint per stem. This includes either a fully calculated value or the best available proxy value derived from similar stems undergoing a complete calculation.
- We've now used this data to create carbon budgets for each of our bouquets. This allows us to establish goals, monitor, and consistently diminish the carbon footprint of our bouquets. To our knowledge, we're pioneering as the first florist to truly integrate this approach into our systems!

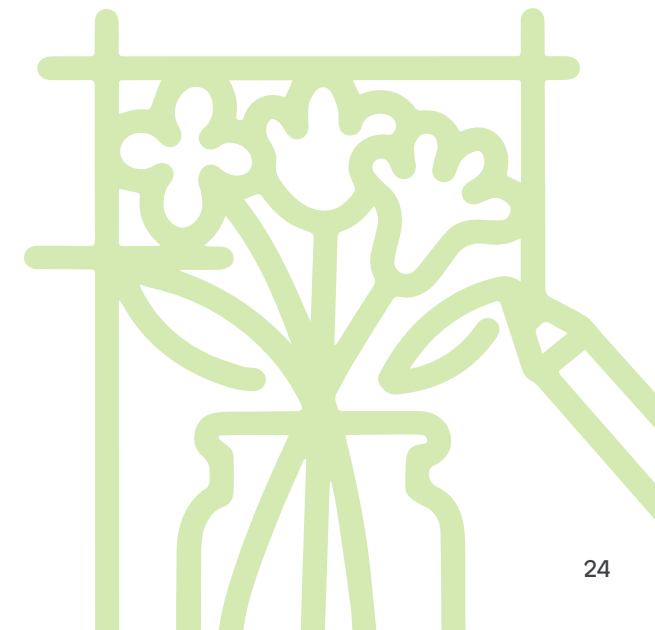
What are CO2 budgets?

Carbon budgets represent our roadmap for reducing our carbon footprint. To achieve this, we've reviewed the historical footprint of our designs and set a budget aimed at halving our designs' footprint by 2030. This aligns with the 'Science Based Targets initiative (SBTi)', endorsed by the UN, enabling private sector companies to establish emissions reduction goals based on scientific criteria. This strategy is pivotal in our ongoing efforts to continuously seek ways to minimise the environmental impact of our flowers and plants. Our aim is to ensure that you can continue experiencing the positive emotional impact they bring to you and your loved ones while we contribute to a more sustainable future.

What we know about this bouquet



This is an example of one of our Original bouquets. The type of bouquet that started it all! According to our latest insights, this particular bouquet has a carbon footprint of approximately 5.11 kgs CO₂e. The impact per stem however, varies greatly. In this bouquet there is a Dutch grown Alstroemeria that has a carbon footprint of just over 500 grams of CO₂e. This is mostly due to the heating of its greenhouse. The bouquet also contains a Kenyan rose, which in this case did not come via sea freight, so its footprint is around 230 grams of CO₂e, mostly due to aviation. It also contains an Antirrhinum from Spain, which has a footprint of less than 50 grams of CO₂, as in this case it can be grown without artificial heat and can be transported over land.





What is happening in the sector

We've gained our carbon insights through collaborative partnerships, notably with partners like the Climate Neutral Group and numerous growers. Additionally, our network of partners involved in piloting the European Union's Product Environmental Footprinting method (PEFCR for Floriculture) continues to contribute valuable data, reaffirming the reliability of our decision-making.

Looking ahead, our goal is to have comprehensive PEF-based data for all our flowers, giving us a more precise assessment not only of their climate impact but also their water consumption, biodiversity effects, and more. In the meantime, our data-driven sourcing already provides a wealth of information guiding our sustainability efforts and ambitions.



"As a society, there are a lot of climate challenges that we have to tackle. Nobody can solve this alone. As Head of Sustainability, I place a strong emphasis on fostering relationships, both within and beyond our organisation. It is truly inspiring to witness the collaborative efforts of academics, suppliers, and external experts as we evolve our increasingly sophisticated climate strategy. Or how we've managed to successfully expand the implementation of carbon budgets within our internal operations. Every day, I witness the dedication and enthusiasm of my colleagues, pushing us forward in our goal for constant improvement."



Sibbe Krol
Director of Sustainability

ENVIRONMENT

Certified climate neutral since 2020 and on the path to Net Zero

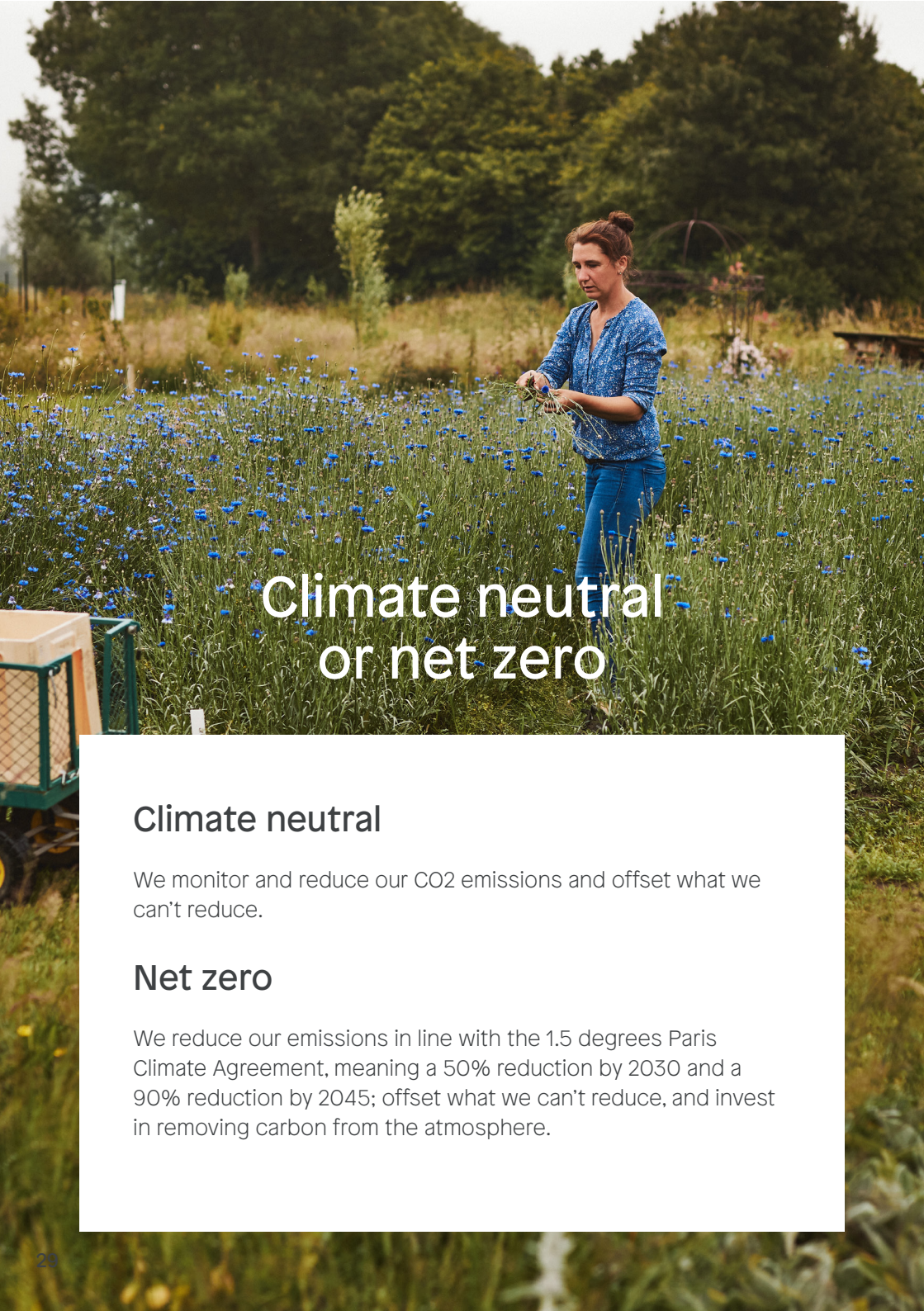
Being climate neutral is something we're genuinely proud of. Bloomon has been certified climate neutral for three years. This means we calculate and offset the CO2 emissions our business makes.

CNG, Climate Neutral Group, audits bloomon before issuing our certification. The information needed for the audit depends on which scopes the company includes. At bloomon, we find being climate neutral so vital that we have chosen the broadest set: scope 1, scope 2, and scope 3, which commits us to include our supply chain.

This means we provide CNG with information such as:

- **Specific data for flowers, per individual flower stem**
with data we receive from growers on the growing process, including water, gas, electricity, fertiliser, and pesticide use.
- **Building data**
such as electricity and water usage of our Amsterdam and Amstelveen offices and fulfilment centre.
- **Kilometres and gasoline**
of lease cars and car sharing initiatives (for which we are now using 85% electric vehicles).
- **HR & travel data**
for instance, hotels, trains, and flights. But also including the electricity that people use working from home.
- **Waste data**
including green waste, paper, cartons, and transport to the waste centre.
- **Logistics**
for example, the transport of flowers to Amstelveen and to your doorstep. Did you know that one out of every ten deliveries is carried out using bike delivery?

Is this an easy journey? In short, no. Yet, we are making meaningful progress: we've already reduced our combined Scope 1 & 2 emissions by over 50%, surpassing our 2030 goal. Notably, the carbon footprint of our bouquets has consistently decreased. As we embrace the commitment to achieve Net Zero, we're delving deeper into data analysis to pinpoint areas where we can make the most impactful changes. So, how exactly do we plan to accomplish this?



Climate neutral or net zero

Climate neutral

We monitor and reduce our CO2 emissions and offset what we can't reduce.

Net zero

We reduce our emissions in line with the 1.5 degrees Paris Climate Agreement, meaning a 50% reduction by 2030 and a 90% reduction by 2045; offset what we can't reduce, and invest in removing carbon from the atmosphere.



Making sustainable choices

Since over 90% of our footprint comes from our extended supply chain, this is the most vital area of our business where we need to make sustainable choices. By using our stem-level footprint data and our carbon budgets, we can reduce the footprint of our bouquets in our designing stage, by switching a high impact stem for a low impact stem. In our sourcing stage we can make reductions by switching the sourcing destination of a flower to a lower impact destination. Like we said before, the same flower can have a 6 times lower footprint when coming from a different country, so this can really make a big difference.

Collaborating with Growers

Tackling carbon reductions presents numerous challenges, with a multitude of variables to consider. To support our partners, we've worked with sustainability consultancies to develop tools and resources that help growers in better understanding their carbon footprint. We're eager to join forces wherever possible to make things better!



Transitioning to Sea Freight

While traditionally our African flowers were mainly transported by air, we're thrilled to announce significant progress in adopting sea freight without compromising the freshness and quality we're known for. Given that sea freight emits 90% fewer emissions than air freight, we envision a promising future with this approach!



In our most successful month to date, 12% of our roses were shipped via sea, and for select cut greens, this figure has already reached 25%! We're enthusiastic about progressively increasing these numbers as both we and our growers gain insights into optimising this method. Let's say: we have wind in our sails!



What about our other stems?

Our growing partners in Africa are currently conducting ongoing trials to explore expanding and scaling the sea freight practice beyond roses and cut greens. This endeavour poses challenges as it requires new flower preparation methods for shipment, ensuring they're ready for a vacuum-sealed, low-temperature environment. Although it's in its early stages, we've seen promising results, particularly for flowers like carnations. We're thrilled to explore this as a pioneering, low-emission method to bring fresh African flowers to you.

Curious why we're using flowers from Kenya? Please find more details about our sourcing choices on page 11.



Sustainable operations

Just because other parts of our business have a smaller impact, doesn't mean we don't look into them. From our bike deliveries in cities, to our cloud emissions, to the 100% renewable energy in our offices and warehouses, we will continue to take action across all facets of our business to further reduce our carbon footprint.

Compensating our CO2 impact

There's no doubt about it; the main goal is to reduce our climate impact. But the truth is that we still have emissions, which we therefore offset.



Why invest in offsetting?

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.

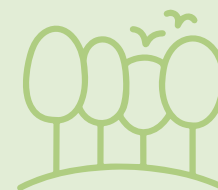
We currently invest in the following types of projects:

Agroforestry projects

This type of project mitigates climate change, maintains soil health, and creates alternative livelihoods. By diversifying 500,000 hectares of existing farmland, one of the projects captures thousands of tons of carbon emissions annually. At the same time, it builds a sustainable farming model for generations to come.

Forest conservation & replanting projects

This type of project protects and supports thousands of hectares of tropical rainforest. The project supports reductions in deforestation, the preservation of biodiversity, and the creation of alternative livelihoods for the local population.



What's Next

- We will continue to work with CO2 budgets per bouquet as part of our reduction strategy, rolling them out across all of our designs.
- Since sea freight is such a big part of the potential solution for a climate-neutral floriculture sector, we are committed to learning how we can scale our proportion of sea freight further every year.

ENVIRONMENT

Reducing crop protection

Together with our growers, we deliver beautiful and strong flowers using as few crop protection products as possible.

Crop protection products are sometimes associated with the contamination of ecosystems and undesirable health effects. Obviously, we don't want our growers to use any forbidden or unwanted products. We frequently test our flowers and bouquets and take action if needed, more on this below.

Various lists register pesticides that are forbidden in Europe. MPS (an environmental certification agency) composes a banned pesticide list that we adhere to. The WHO (World Health Organization) also provides us with a list of unwanted pesticides, and both go beyond legislation. Thirdly, we use an internal list that is even more extensive than the WHO's regulations corresponding to the levels allowed for products made for food consumption.

At the same time, we're looking for alternatives that deliver robust, healthy crops. Together with our growers, we work hard to reduce pesticides and increasingly use sustainable alternatives. We do this through efforts like the Impact-Driven Approach for sustainability (IDA) and supporting Integrated Pest Management (IPM).



What's what in reducing crop protection

The difference between pesticides and crop protection?

Pesticides and crop protection are often used to describe the same thing. But sometimes, crop protection is actually more accurate: pesticides, fungicides, herbicides, and other inputs can all fall under crop protection.

IDA: Impact-Driven Approach for sustainability

This approach helps flower farms to collect and use data in line with the Floriculture Sustainability Initiative (FSI) requirements, and to reduce the inputs they use in their growing practices. Please find more on the FSI on page 37. Growers receive practical advice based on their own data and that of other growers. The advice can be about pests, diseases, weeds, water, and energy consumption. It helps the growers to improve and makes them more sustainable.

IPM: Integrated Pest Management

Growers need to manage how and when pesticides are used. This is called Integrated Pest Management (IPM) and is important because different pest elements might interact with each other.

IPM helps reduce pesticides as:

1. It provides guidance on how to use sustainable alternatives, like nature based solutions. For example, introducing more insects like ladybugs and predatory mites that can keep pests under control.
2. It helps appraise what level of threat pests are, to see if any treatment is even necessary.
3. If all other options are exhausted, pesticides might be used, but safe ones and as little as possible.



Working with certified growers

We are thrilled that more and more of our growers are certified based on their environmental performance, good agricultural practices, and social standards, in line with FSI and other organisations. Because we do not grow the flowers ourselves, we are dependent on our growers. Certifications help us make sure that our flowers comply with key social and environmental requirements.

To get certified, the grower must also have an Integrated Pest Management plan reviewed by the organisations rewarding these certificates, such as MPS or Global GAP (Good Agricultural Practices).

85%

In our latest annual summary, 85% of our growers are certified - 55% FSI, 30% other certifications. And we are seeing these numbers go up rapidly.



Our goal is at least 90% FSI compliance by 2025.

Last year, our FSI compliance level was at 44%, and we are determined to keep increasing this.

Testing for harmful substances

We frequently test the stems we source. We do this in two different ways:

1. We get different stems tested by Groen Agro Control (GAC), a company specialised in laboratory analyses of horticulture products and food safety. The selection of stems is usually based on risks: some stems are known to have more pesticide residue on them.
2. As of this year, we have begun testing stems in-house, in our own crop protection testing facility. This enables us to expand the scope of our testing, increasing both the number of stems tested and the frequency of tests. Our current focus involves exploring methods to scale this up, aiming to include nearly all our stems for testing. We will continue to test with GAC as well, in order to continue to get a full understanding of the residues on select stems.

We test the stems on the MPS banned pesticide list, WHO list, and our internal list.

What if we find anything that is banned by MPS?

It's simple. We do not want to use this product anymore. And we work with the grower to solve this and avoid it from happening again

MPS: Milieuproject Sierteelt. MPS is een milieucertificeringsorgaan voor de bloementeeltsector.
WHO: World Health Organization.



Our follow-up actions:

- 01** Tell the grower that we found banned residue substances and can no longer use the specific stem.
- 02** Sit together with the grower to see why it was used, what we can do about it, and what alternative products are available.
- 03** We might want to test other products from the grower to see if it is a structural problem. Some residues can stay in the ground for years! So, it could also be a part of the land where illegal pesticides were used years ago.
- 04** Inform our buying team so that they are aware and can find alternatives.





European organic certification

We were the very first online florist in the Netherlands and Belgium to be officially certified to use the European organic logo on a bouquet of flowers. And now, we've expanded our organic range to include even more unique flowers and introduced two new full bouquets to our range.

The European organic logo shows that a product complies with EU rules and the strict requirements for organic production. The logo is mandatory on all organic products produced in the European Union.

A bouquet with a story

With these bouquets, we give our customers a glimpse into the world of organic flowers. We introduce our organic growers and share the challenges they face. Because putting an organic bouquet on your table is a lot of work. Did you know that growers need a Skal quality label to be allowed to call themselves organic growers? Skal monitors the entire Dutch organic chain by visiting and checking companies annually and fully approves the production process of our Bio bouquet. To ensure that our Bio bouquet remains truly organic, we consciously keep our Bio bouquet strictly separate from our regular bouquets during production and transport.





A real limited edition

We would love to have them in all shapes and sizes, all year round. But organic flowers are highly dependent on the weather and nature. As a result, the supply of organic flowers from Dutch soil is still limited. The land area for organic flowers in the Netherlands is less than 0.5% of the total area used for floriculture. We can only offer organic flowers if the weather allows us to do so.

Our 100% Dutch grown organic bouquet from flowers

We offer two bouquets that are filled with 100% organic field- and cornflowers from the Netherlands. These flowers are cultivated in open fields using entirely organic methods, without synthetic fertilisers or chemicals. Our growers employ minimal organic crop protection products only when absolutely necessary. Nature serves as their shield, with beneficial insects like ladybugs actively protecting the crops against pests like aphids.

This year marked the debut of organic peonies in our bouquets, which added a beautiful eye-catcher to the range.

Organic winter flowers

During the winter season, we offer an organic tulip bouquet comprising an array of stunning organic tulips in various types and colours. Sourced from organic fields, these bulbs are brought to life by our grower from de Achterhoek, employing Skal-certified organic practices to help them bloom in January.

Paired with a vase made from 100% recycled glass

Specifically for the Bio bouquet, we offer the 'Cube' vase. This rectangular vase is made of 100% recycled glass, and its clean lines form a nice contrast with the dreamy field flowers.

bloomon x The Pollinators

We take pride in our support for the Pollinators, aiming to raise awareness about the challenges confronting pollinating insects. This year, for every Bio bouquet sold, we donated 2 euros to the Pollinators. With this contribution, they are able to expand their initiatives to improve biodiversity and the distribution of wild flowers.

What's Next



- We will continue to collect data through our sustainability and sourcing dashboards and through external laboratory tests. Simultaneously we will increase crop protection product testing in our own laboratory
- We will monitor for banned pesticides and work with growers to reduce the use of crop protection products
- Wherever possible, we will work with industry partners to see how we can decrease the usage of chemicals overall

“Safeguarding biodiversity, whether at macro or micro levels, stands as a crucial pillar for our natural environment. By setting up our pesticide testing facilities and through continued cooperation with external laboratories, we’re developing a deeper understanding of our ecological footprint and encouraging closer alignment with our suppliers. Our commitment to reducing impact aims to safeguard all of us and enhance the beauty of our surroundings.”

Jake Finan
Flower Testing Manager



ENVIRONMENT

Using materials responsibly

We want our flowers to reach your home fresh and looking beautiful. At the same time, the environment needs to be protected. We constantly look for the best, most responsible packaging materials. And have a focus on reducing our waste - both leftover flowers and waste from our operations and our offices.

The biggest material category for us is paper, as we use it in wraps and boxes. For this, we source FSC-certified paper, to make sure that it comes from sustainable sources.

Together with our suppliers, we work hard to make our packaging from 100% recycled and recyclable materials.



4 ways to avoid or reduce waste

1. We have scaled up the use of our Eco Arrive Alive bag made from vegetable starch. No more plastic bags, but a fully compostable one!
2. We've replaced the plastic bubble foil with cardboard inlay protection for all regular vases in our standard assortment, and are piloting new ways to remove plastic altogether, even for the more fragile special-edition vases.
3. We've introduced wraps that are made of rose-waste and cards that are made from tulip-waste. Hello again, beautiful and colourful flowers!
4. We have changed our flower food and its packaging. The former plastic packaging is recyclable, but we learned that due to its small size, lot's of it may still end up being incinerated. By switching to paper sachets, we now have an even better recyclable option. And by switching from liquid to powder flower food, the environmental footprint from this food is even smaller.



Reducing waste

The less waste, the better. Being responsible with materials not only applies to the materials we use for packaging. It also means we're careful about the materials that go to waste and how we dispose of them.

In the flower industry, there are different types of waste. And at bloomon, we're tackling all of them. A few examples:

1. Leftover flowers

We're proud to come close to zero flower waste for all of our operations, and in particular for our subscriptions. Careful data-driven forecasting ensures that we hardly have any leftover flowers.

For the bouquets from our online shop we have an average of 5% of flowers we cannot use. But we hate to waste any flower. Therefore, we encourage customers to order a few days in advance so we can plan better and have less waste.

The leftover flowers we do have, we use in two different ways. Any unused stems go to our buyer who sells them at a market. The finished bouquets, however, we donate to the Ronald MacDonal House and the Met je hart foundation. Please find more details on page 61.

2. Office waste

We are conscious of separating our waste at the offices. We separate our waste in our Amstelveen and Amsterdam office, including coffee grounds. These are collected by a dedicated company and make for great fertilisers, soap, plant pots and liquor.

"Sustainability serves as our guiding principle, steering our choices in sourcing, design, and packaging solutions. In our pursuit of environmental responsibility, our team is committed to exploring innovative packaging solutions that prioritise aesthetics, customer convenience, and sustainability. This involves utilising recycled and recyclable materials, reducing material usage wherever possible, and comparing the environmental footprints of materials."



Nelhari Mudge
Procurement Manager





What's next?

Being responsible with materials doesn't stop here. We know you want us to push the boundaries and innovations forward.

Some of our goals for the coming year:

- We want to further reduce the quantity of packaging material. We've started reducing the thickness of our boxes, resulting in a 23% material saving per shipment. Currently, we're exploring the extent to which we can implement this practice across our product range.
- To improve the recyclability, we aim to remove all plastic items from our packaging and are testing various options, like using stickers made from flower waste.
- We continue to optimise our available box sizes to minimise the shipment of excess air.
- Our goal is to minimise packaging by maximising its role in conveying messages and instructions for flower care, thereby eliminating the necessity for separate inserts.



Chapter 2
**Caring for
people**

Caring for people

We want to make people happy. With our flowers but also with the way we work. We invest in our people and our communities.

We want to work with growers who offer good working conditions. And we firmly believe that everyone should have a safe and pleasant workplace. Meaning that everyone should be able to express themselves in a diverse and inclusive work environment.

And it doesn't stop there. We feel a responsibility to our communities too. We want to deliver a smile to those who need it most.



What we do

We actively engage with our suppliers to have good working conditions

We are a committed member of the Floriculture Sustainability Initiative (FSI) and work together with other parties to ensure responsible practices across the industry. Discover more about the FSI on page 69. In addition, we have steering committees on Modern Slavery as well as Health & Safety, to make sure we don't see human rights abuses or unsafe practices in any part of our business or extended supply chain.



We build a diverse team

We as the Bloom & Wild Group are a majority female company. We ask everyone to attend unconscious bias training so that we can all contribute to creating an inclusive environment for our colleagues.



We donate to charity – in bouquets, time, and Euros

In 2022, we donated almost EUR 25,000 to charity partners such as the 'Met je hart' Foundation and the Pollinators.



We volunteer

Every one of our colleagues gets a day per year to volunteer during working hours, to help out at a cause they are passionate about.



Building a diverse and inclusive team

We want to create a culture where everyone feels respected, valued, and heard. Ultimately, our aim is that every team member feels that they belong and can thrive.

We've recently revised our job descriptions to remove any gendered or biased language, aiming to better showcase our efforts in fostering a culture of thoughtfulness, care, and inclusivity. In the upcoming months, we plan to relaunch an updated careers site that delves deeper into our work methods, emphasises our commitment to Diversity, Equity, and Inclusion, and provides enhanced support for prospective applicants. Our target to shortlist a minimum of 1 in 4 candidates from underrepresented backgrounds remains unchanged. In 2023, 26% of our new hires originated from groups currently underrepresented within the Bloom & Wild Group.

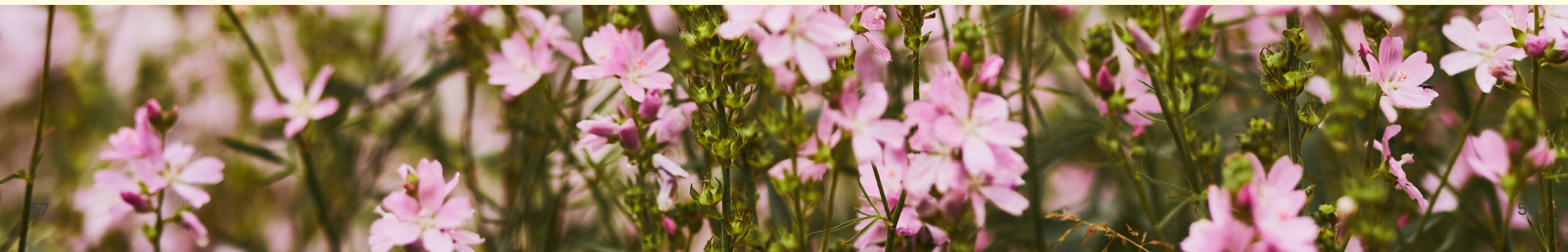
While we're proud of the progress we've made, we know there's more we can be doing. Which is why...

1. We're helping make the tech industry more accessible

For the most part, tech is a sector that has lacked representation from the most marginalised groups. But having a diverse team leads to faster innovation, as it brings in different perspectives. Therefore, our ongoing priority remains amplifying the presence of women and marginalised groups within our teams. Presently, 27% of our Tech & Data team comprises female members, surpassing the industry average of approximately 20%. We've submitted our second entry to the Tech Talent Charter and joined the All In promise, committing to align our tech workforce more closely with the diversity of the wider population.

In September 2023, we launched our collaboration with SheCanCode—an international tech community dedicated to bridging the gender gap in the tech industry.

*<https://women-in-tech.org/context/>



2. Creating an inclusive workplace

We don't want to just be diverse. It's equally as important to us that everyone who works here feels comfortable being themselves at work and can thrive, no matter their background. That is why we are happy that our employees' Sense of Belonging has remained steady: it was 79% last year, and now is 79.1%.

We are working with The Hustle Crew and The Other Box and newly rolled out Inclusivity & Anti bias training as well as incorporating inclusive management practices in our Manager Training Programme.

To make sure we're all staying educated on topics relating to diversity and inclusion, we regularly host 'Lunch & Learn' sessions, where we invite guest speakers or colleagues to talk about a particular subject. Some of the topics we've covered recently include allyship, mental health and LGBTQ+ rights. Next to this, we have newly established Working Groups focusing on initiatives within our various Diversity & Inclusion pillars.

We've put policies in place to ensure our whole team is treated equally too. Things like extending our leave policy to include paid time off for those who are transitioning, those who've been through pregnancy loss and those who want to share parental leave with their partner.

There are a lot of additional support mechanisms we offer to our teams:

- Enhanced family leave for both parents
- Free mental health support from therapists and a mental health first aid course
- Volunteering days
- Yoga classes in our offices
- Bike to work scheme
- Four Happiness Days, a Celebration Day and flexible bank holidays
- Rich learning opportunities and training
- Healthy snacks and lunches

And this year, we trialled summer hours for the first time. So everybody could take an extra half day off every week during the quieter summer months. (Here comes the sun!)

"The most beautiful bouquets consist of a variety of flowers. The same goes for the people in our teams - the more diverse, the better the team. We're putting targeted efforts into creating a warm, diverse, and inclusive culture. Our aim is that every individual team member is treated equitably and feels they belong."

Fiona Mullan,
Chief People Officer at Bloom & Wild Group



Engaging with our community

We care not only about the people we work with but engage with the community we live in as well. By sharing the happiness of our flowers, we want to bring a bit of sunshine to those who are lonely or going through a difficult time.

Bringing flowers to the Ronald McDonald House

If people or their neighbours are not at home at a delivery, we donate these flowers to the Ronald McDonald House. The Ronald McDonald House is a charity dedicated to supporting families with sick children in their time of need. Its mission is to provide family housing and resources while their sick child receives treatment.

Donating to the 'Met je hart' Foundation

We also donated to the 'Met je hart' Foundation. The mission of the 'Met je hart' Foundation is to connect vulnerable people, by ensuring that people are there for each other and that they meet each other. Being together and doing things together makes life nicer and richer.



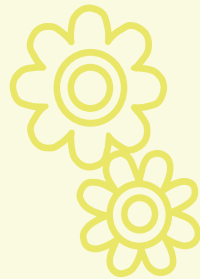
"During our Mother's Day period we were searching for an initiative that we could support related to motherhood and female empowerment. We found the perfect match with Kinderfonds Mamas, a project in South-Africa in which local MAMAS stand up for children living in severe poverty. Through daily care, education, and attention they give more than 70,000 children a chance at a better future. We supported Kinderfonds Mamas by donating € 3,- from each of our sold deluxe bouquets during our Mother's Day campaign."

Marie-Flore de Jongh
Director Brand & Range



Volunteering

Recognizing the multitude of meaningful causes, we've made it easier for our colleagues to contribute to a cause they are passionate about. Every bloomon employee receives one annual day dedicated to volunteering for a charitable cause. We've seen colleagues engaging in various activities such as volunteering with the elderly, aiding care facilities for individuals with mental disabilities, and participating in local park or nature area clean-ups. We actively encourage people to utilize this day and make a difference!



What's next

We look forward to doing even more in the years to come.

Our plans:

- There's a notable rise in internal engagement concerning Diversity and Inclusion topics. Moving forward, we will continue to evaluate how we can effectively integrate these insights into our hiring and recruitment procedures.
- Following a Lunch & Learn session focusing on neurodiversity, we've initiated efforts to enhance the accessibility of our working culture and environment. Embracing the spectrum that neurodiversity covers—encompassing conditions like autism, ADHD, dyslexia, dyspraxia, and more—we've introduced a neurodiversity toolkit. Moreover, we're exploring ways to integrate these insights into our websites and apps to better accommodate diverse working styles.
- We plan to scale up our volunteering engagement year-on-year.





Chapter 3
**Driving a
responsible
business**

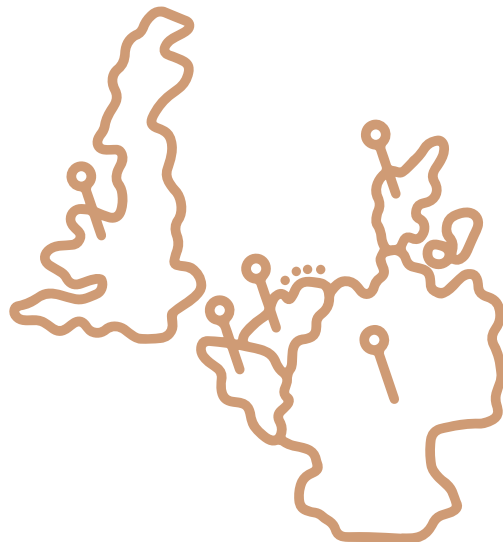
Driving a responsible business

Our goal? To be leading in our industry when it comes to sustainability. With sustainability integrated into everything we do, supported by ethical practices and transparent processes.

As a part of Bloom & Wild Group, we can join forces to source our products sustainably and to work with suppliers to push the sustainability frontier even further. Because there is still plenty of work to be done.

We love to take you on our sustainability journey. We'll share our setbacks as well as any victories. So that we can create a more sustainable industry.

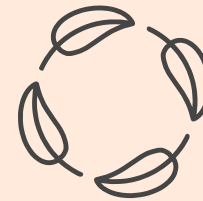
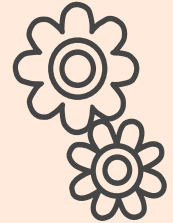
Founded in 2014, bloomon is present in five countries: the Netherlands, Germany, Belgium, Denmark, and the United Kingdom.



What we do

We have a drastically shorter supply chain.

We made the supply chain shorter by skipping the auction and the wholesaler. We buy directly from the growers. The result? Fresher flowers of a higher quality that last longer.



We are a low waste business

Using detailed forecasting and online promotions to minimise waste

We are an active member of the Floriculture Sustainability Initiative (FSI)

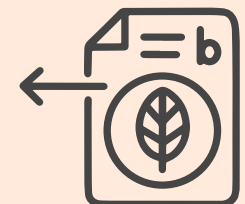
And have been since 2019.



Our committed sustainability team and the network of sustainability champions and steering committees throughout our organisation emphasise the essentiality of dedicated resources in accomplishing our goals.

Publish our Sustainability Report.

We're committed to updating you regularly on our progress.



The Floriculture Sustainability Initiative (FSI) – what’s it all about?

FSI members form a unique group of international front-runners joining forces to address sustainability issues in a multi-stakeholder, market-driven approach.

Why is bloomon a member?

We’re applauding this integrated approach as it has broadened the horizons for driving sustainability in the floriculture sector. Nobody can do this alone.

Through our membership, we support the work in four main areas:

1. Responsible sourcing.
2. Decent work and wages.
3. Environmental footprinting.
4. Responsible conduct.

At bloomon, we support and encourage our growers to commit to full certification in line with the FSI basket of standards. These standards are all about good environmental and agricultural practices. Also, they include social certifications in countries where we want to adhere to international accepted requirements and local labour laws.

“We really appreciate the active bloomon membership of FSI. Together we see the importance of keeping our industry future fit. Not only to move forward towards 2025 to achieve our environmental and social goals, but also to make sure that consumers can enjoy flowers and plants, now and in the future.”



Jeroen Oudheusden, Executive Officer FSI

Focus on sustainability & collaboration

Sustainability is a core strategic pillar of our business, allowing us to embody our values and elevate our business performance. Embracing sustainability has sparked innovation and led us to discover new solutions. Every quarter, teams throughout the organisation actively pursue sustainability objectives. Continuously seeking improvement, the enthusiasm across the board to contribute is so exciting!



A short supply chain

bloomon has significantly shortened the supply chain by buying directly from growers and skipping auctions and warehouses. This means that the flowers are fresher when they reach the customer, last longer, and that there is significantly reduced waste along the way.

Our smart data teams and tools help us measure demand accurately, and continuously improve our forecasting. Like any forecast, we can't always get it 100% right but we can forecast our needs in great detail. The result? Even less waste in the sourcing of flowers.

“Our supply chain team focuses on managing the flow of materials on a daily basis. We meticulously keep track of our stock: like leftovers and excess deliveries from partners and match those up to our future orders. One of our main goals is to minimise waste, and we are constantly looking for improvements in our processes; where every single stem counts.”

Lene van Alten – Supply Chain Analyst

We know our growers

Buying directly from the growers also gives another benefit: we know who we are buying from. This makes it a lot easier to work together on improving sustainability. After all, people connect to people.

Knowing our growers means we can engage directly with our growers when we find an issue, like discovering the use of banned pesticides. Also, we can make sure that we source from growers that use ethical practices by working with them on having best practice certifications.

“We actively encourage our suppliers to make sustainable choices. One of the main focus points is to source flowers which have been transported by sea, rather than air. We see a huge opportunity here as sea transportation emits significantly less CO2 than air transportation, without making concessions in terms of the quality of the flowers. In order to maximise the supply of sea freight, we are committed to adding flower varieties to our bouquets that have a proven track record of high quality and good vase life.”

Tom van de Werken - Buyer

Our next steps

At bloomon, we're ambitious. In everything we do. You can expect even more from us in the near future.

Our plans:

- You will continue to hear from us on our Net Zero journey, look out for our next carbon update soon!
- Share our ambitions and results in a frequent Sustainability Report.
- We aim for our sourcing to be 90% FSI-certified by 2025.
- We will continue to update our Sustainability Governance and requirements, working closely with suppliers and other partners to cover all the sectors we are touching through our flowers, plants, and add-on offerings!





We're proud of the progress we've made, and committed to our next steps. So, let's keep in touch and share our journey.

bloomon

For any inquiries on this report,
please reach out to
press contact: press@bloomon.co.uk