

bloomon

What is a B Corp™ certification?

B Corp™ stands for Benefit Corporation™. The B Corp label is an international certification for companies making a significant, positive impact on society and the environment. To become a B Corp, companies must undergo a challenging certification process, assessing their impact on social and environmental aspects. Currently, there are nearly 8000 certified B Corps globally. Some well-known Dutch B Corps include Dopper, Tony's Chocolonely, Triodos Bank, and Seepje. B Corps are transparent in their operations and monitor their impact on society and the environment. It's crucial for businesses to collaborate and jointly commit to this movement, initiating systemic change towards a more sustainable economy.

Why is the B Corp accreditation important for bloomon?

We believe in the power of collaboration. By becoming a B Corp, we're now part of a global community of businesses dedicated to making the corporate world a 'force for good'. Our ambition is to take significant steps in sustainable impact, hopefully encouraging the rest of the flower industry and broader businesses. The B Corp certification not only provides insights into what's working well but also identifies areas for improvement. This gives us direction to further grow and continuously improve our company's impact.

What does the B Corp certification mean for bloomon's customers?

It instils confidence in our customers that they are buying from a company which is focused not only on profit, but also on taking responsible steps for people and the planet. It serves as a hallmark signifying our commitment to sustainability, fair practices, and transparency. For our customers, choosing bloomon means choosing a brand which is contributing to a positive impact on the planet, whilst still enjoying beautiful flowers.

Will the B Corp certification influence bloomon's business practices and future strategies?

As we are passionate about maintaining the B Corp status, we are continuously working on our improvement plans and will undergo reevaluation every three years to transparently share our progress. B Corp assists us in overseeing all aspects necessary for running a more sustainable business. It will serve as input for our sustainability strategy and the further increase of planned sustainability initiatives.

How does bloomon ensure ethically and socially responsible flower cultivation?

bloomon is a member of the Floriculture Sustainability Initiative (FSI), a collaboration between various players in the flower industry and NGOs such as the

World Wildlife Fund (WWF). Together, we strive for a sustainable flower industry, aiming to procure flowers meeting stringent quality standards: environmental protection, good working conditions, and Good Agricultural Practices (GAP). By 2025, 90% of our flower stems are set to meet these criteria. For more information, please refer [here](#). One of the mandatory aspects of this FSI certification is the annual assessment and reduction of production's environmental impact. Additionally, bloomon has, as the first online florist, introduced organic bouquets and many of our suppliers hold Fairtrade certification, leading to the launch of a 100% Fairtrade bouquet in January 2024.

How does bloomon contribute to forest preservation and biodiversity?

Regarding biodiversity, we consider several factors:

1. We evaluate our growers' GAP and environmental certifications.
2. We adhere to a list of banned pesticides, aligned with the MPS and WHO lists. We test our bouquets using external and in-house laboratories to filter out flowers with prohibited substances. Should we find any, we engage in discussions with the growers to prevent future occurrences.
3. We're increasingly offering organic products.

The global agricultural area, approximately five billion hectares, covers 38% of the land surface. However, flower cultivation accounts for less than 0.05% of this agricultural space. Most of our suppliers have been cultivating for generations on the same land, engaging in professional operations unrelated to illegal land use or deforestation practices.

How does bloomon ensure fair treatment of local communities where the flowers are grown and how do they benefit from trade practices?

- Aligned with FSI guidelines, we procure flowers from growers with social certifications, ensuring good labour conditions and terms.
- We determine flower prices cooperatively, allowing for growers to consider their expenses and share their desired compensation for their products. Based on this, we collectively determine our offerings.
- We collaborate extensively with Fairtrade-certified growers. To further support this, we're launching a 100%-Fairtrade bouquet in January 2024.

What measures does bloomon take to reduce its CO2 emissions?

We've outlined a climate plan aiming to halve our CO2 footprint by 2030 and achieve Net Zero by 2045.

Since 2020, we've been officially climate-neutral certified by the Climate Neutral Group, measuring, reducing, and offsetting our footprint. It's essential to significantly reduce emissions and increase carbon sequestration globally in order to meet the Paris Climate Agreement's objectives.

We focus on both our own CO2 footprint (our Scope 1 & 2) and that of our suppliers (Scope 3). We've managed to halve our Scope 1 & 2 footprint since 2020, and the primary challenge now lies in Scope 3.

We've therefore implemented CO2 budgets per bouquet, monitoring individual flower stem CO2 values through our Bouquet Management System (BMS) to ensure we achieve our goals. We consistently refine these parameters.

There are many ways we can reduce our footprint:

- We work closely with the seasons, like with our bio-bouquet which is grown in the summer in fields in the Netherlands.
- As it gets colder in the Netherlands, we can source flowers from warmer countries. For instance, in Southern Europe, as well as countries like Kenya. International transport presents challenges, but since last year, we've increasingly transported flowers by sea freight, which emits 90% less CO2 than air freight.
- Moreover, numerous innovations are taking place in greenhouses, such as the implementation of geothermal energy, LED lighting, solar panels, and other advancements.

How does bloomon encourage waste impact minimization and sustainable packaging consumption?

As pioneers of the subscription model, bloomon generates (on average) less waste than traditional florists, due to accurate demand predictions and a shortened supply chain for fresher flowers and minimal waste. Our packaging is recyclable or compostable and predominantly made from recycled materials. Most of it consists of recycled paper with FSC certification, ensuring sustainable paper production and reuse. Whenever we deliver using our transportation methods, minimal packaging is used, often just a paper wrap. Additionally, we're pioneering new packaging materials like cards made from tulip waste and wraps made from rose waste. We're constantly exploring ways to further minimise our packaging, transitioning to thinner boxes for example, saving 23% of materials per delivery.