

Bloom & Wild
Group

NET ZERO REPORT

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WE'RE TAKING URGENT ACTION TO REACH NET ZERO BY 2045

At the Bloom & Wild Group, we care wildly about the future of our planet. We've been actively reducing our carbon footprint for several years, by sourcing lower emission flowers and plants, using lower or zero emission delivery methods, and switching to renewable electricity.

We've been carbon neutral since 2020, our baseline year. But we want to be more ambitious than that. Our **Net Zero Pathway** sets out how we're 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, our commitment is to halve our scope 1 & 2 emissions by 2030, and by **90%** by 2045, whilst we reduce our scope 3 emissions by **7% year on year**.

The goal? To accelerate our progress towards Net Zero and do our bit to fight the climate crisis.



THREE BRANDS. ONE MISSION.

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

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

Change happens when we all work together. So the Bloom & Wild Group is a member of Tech Zero: a task force for tech companies of all sizes who are committed to urgent climate action.



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WHAT IS NET ZERO?

CARBON NEUTRAL VS. NET ZERO

Carbon neutral = monitoring & offsetting the emissions you produce

Net Zero = getting as close to possible to zero emissions through reductions, and offsetting those you cannot reduce.

As a general rule, to be Net Zero means to halve greenhouse gas emissions by 2030 and by $\pm 90\%$ no later than 2050¹. 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 to zero through 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. This results in a net zero impact on the planet.

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.

OUR NET ZERO PATHWAY

OUR COMMITMENT

Bloom & Wild Group **will halve its scope 1 & 2 emissions by 2030 and by 90% by 2045.** For scope 3 we've set a 7% intensity target, meaning we'll **reduce our emissions per product by at least 7% year on year.**²

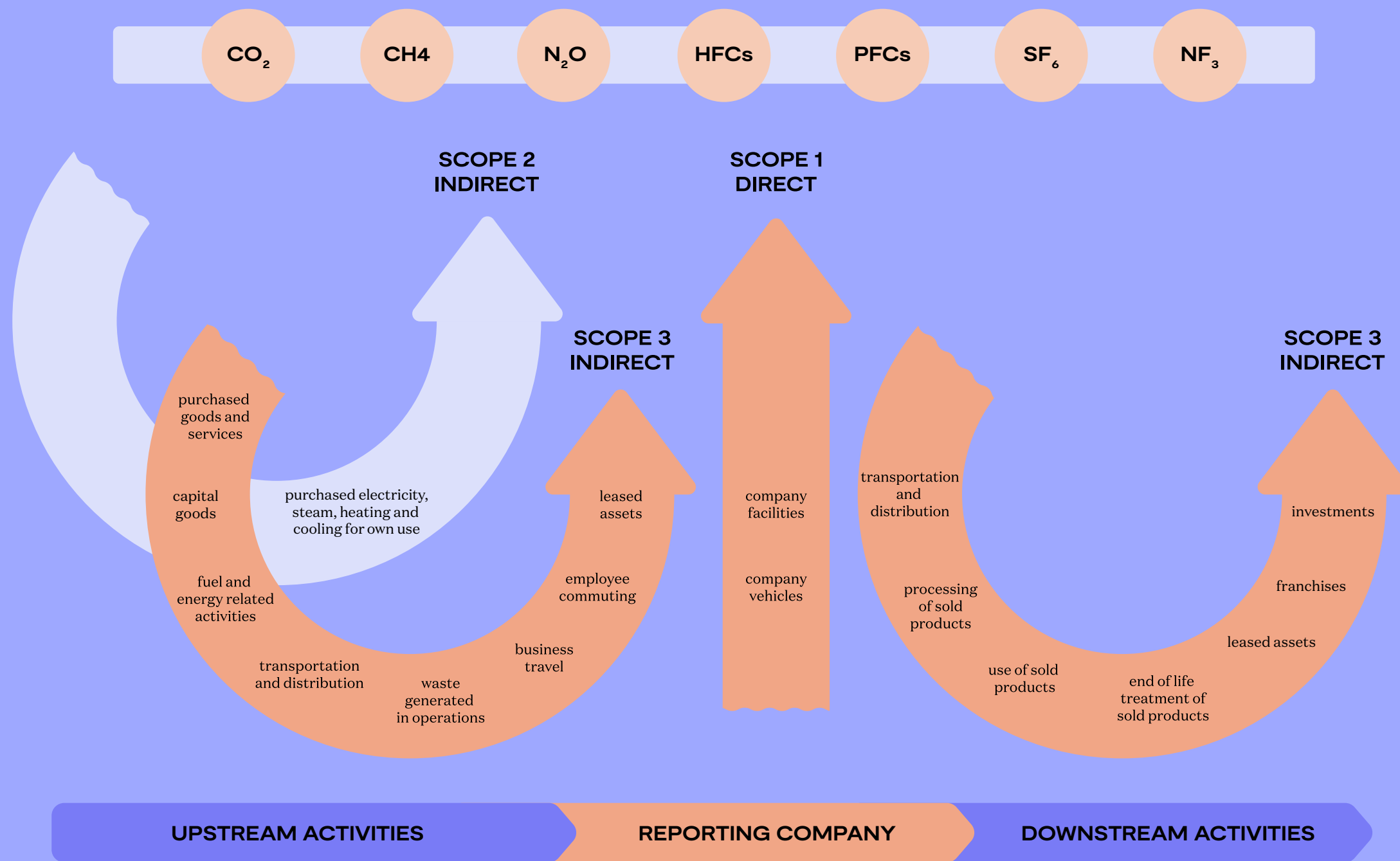
How we map our emissions

We already map, reduce and offset our carbon emissions within three scopes:

- **Scope 1: direct emissions** (e.g. fossil fuels burned for heating)
- **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.)

2. For our sector, we are currently waiting for an SDA (a 'Sectoral Decarbonization Approach') from SBTi, until such time when that becomes available, we are working with standard SBTi guidance.





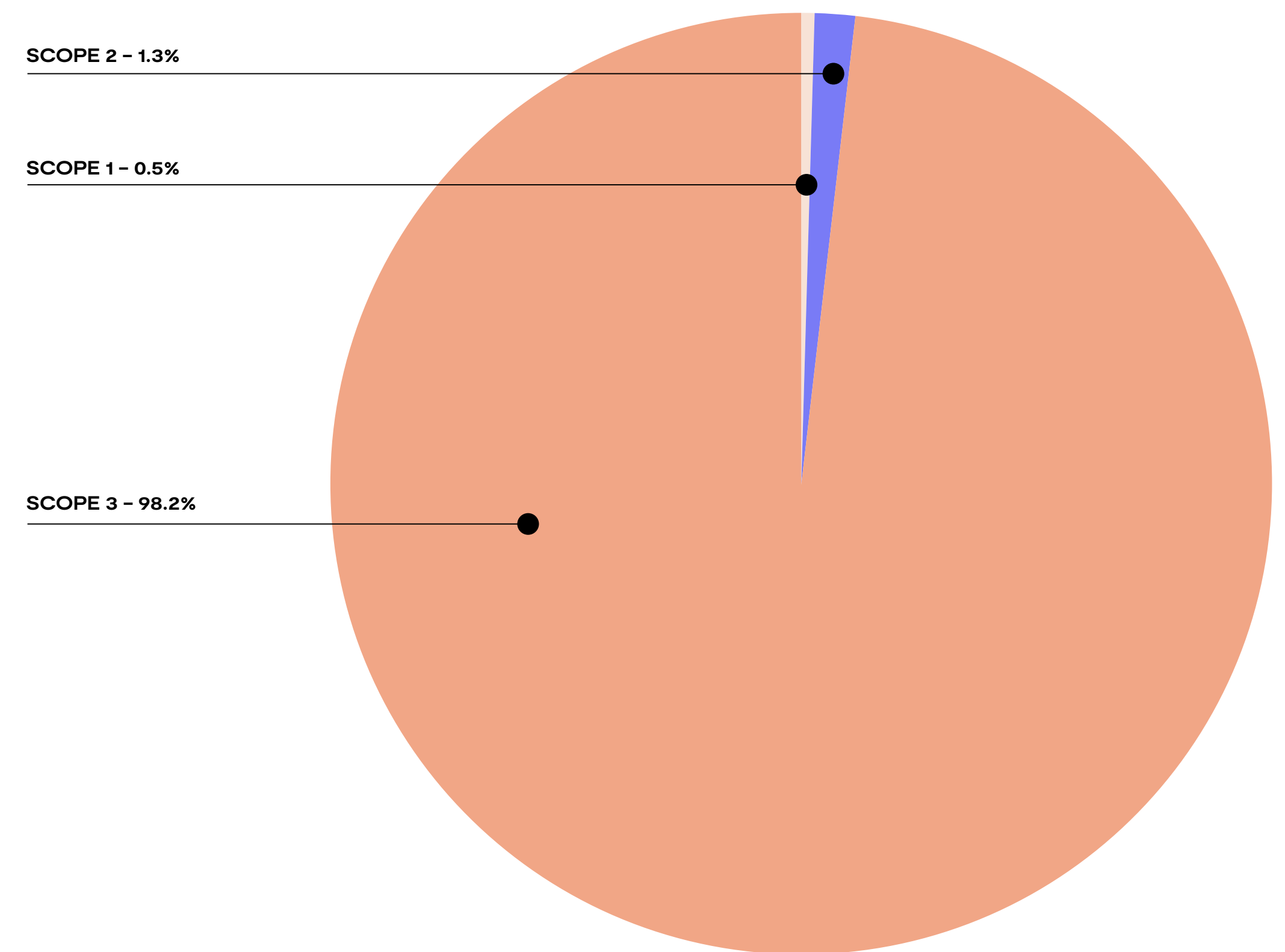
Based on information from Greenhouse Gas Protocol

Our total scope 1, 2, and 3 emissions are equivalent to 43,473 tons of CO₂.

Just under 200 tons of CO₂e fall within our scope 1 emissions. 500 tons of CO₂e fall within our scope 2 emissions. And with over 42,500 tons of CO₂e, over 98% of all our emissions are our scope 3 emissions.

Our scope 3 emissions are made up of a few main categories:

- Growing flowers
- Transportation
- Bouquet production, packaging, delivery etc.



Right now, an average bouquet for the Bloom & Wild group has a footprint of 7.2 kgs of CO₂e. That's about the same as 1 cheeseburger.³ By 2045, we'll have reduced this to 0.72 kgs of CO₂e per bouquet.

3. Source: Poore and Nemecek, 'Reducing food's environmental impacts through producers and consumers' (2018)

HOW WE'RE REDUCING OUR EMISSIONS

We're already reducing our scope 1 & 2 emissions by switching to renewables, which reduces more than 430 tons of CO₂e. This means we can reduce more than 50% of emissions here well ahead of 2030. But of course for us, the big focus is on our scope 3 emissions. Here's what we're working on right now.

Sourcing flowers using a 'carbon budget'

We've developed a system where we can see the CO₂e emissions of each individual flower stem. With this information, we can essentially create a carbon budget per bouquet. This allows us to design ever more sustainable bouquets for our customers. For example, we prioritise local, outdoor grown flowers when they are in season.

Transporting flowers by sea (not air)

Sourcing is nuanced. For example, it can be 6 times less polluting to source a flower from Africa by plane than from a heated greenhouse from around the corner in Europe⁴.

But we want to find a more sustainable alternative to flying. So we're working with key partners to see how we can scale sea freight for flower transportation from Kenya, which would lead to a 90-95% reduction in transportation emissions for those flowers.

4. Williamson, Comparative Study of Cut Roses for the British Market Produced in Kenya and the Netherlands, Cranfield University (2007)

Transforming greenhouses

We're working with industry partners to investigate and promote efficiencies in greenhouses, with initiatives like LED lighting, geothermal heating, diffuse glass that generates the best possible light transmission and smarter climate control systems.

Scaling zero-emission delivery

We're committed to finding ways to get your blooms to you with zero emissions delivery partners as far as possible, and we're scaling this each year.

Continue innovating our approach to waste

We've taken great care to make our packaging as low impact as possible. 100% of our Bloom & Wild packaging is recyclable or compostable, and nearly all our Bergamotte and bloomon packaging is recyclable too. We're always seeking out ways to improve this and make our packaging as circular as we can.

We're also working hard to reduce flower and plant waste. We're already keeping waste significantly below the industry average through our existing initiatives like smart forecasting (so we only ever order what we need), holding special eco-sales, composting green waste and working with zero-waste warehouses. This means that more than 95% of our flowers end up in our customers' homes.

WHEN WE ALL ACT TOGETHER, CHANGE HAPPENS

So what's next? In parallel with our partnership with Tech Zero, the Bloom & Wild Group has signed the commitment letter to the Science Based Targets Initiative (SBTi). As we continue to make headway on our reductions year on year, we'll provide an updated Net Zero plan to the SBTi secretariat within 24 months. This time frame allows us to take urgent action now, while we make sure our long-term targets are aligned with the upcoming European Commission's Product Environmental Footprint Category Rules (PEFCR) for floriculture. These rules are expected to be approved and made available by the European Commission by mid-2023.

We're constantly challenging ourselves to find ways to reduce the environmental impact of our flowers and plants, 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

