

Sustainability Report 2022/23



BLOOM
& WILD



Caring wildly for our planet



A message from Aron Gelbard, CEO & Co-founder of Bloom & Wild

As I look back on 10 years (!) of Bloom & Wild, I can certainly say that, from the very beginning, care has been at the heart of our business. From the blooms we source, to the packaging we send them in, to the way we treat our colleagues, our customers, and the communities around us.

For a decade now, our flowers, plants and other gifts have brought a huge amount of joy and delight. They lift our spirits, and remind us of our own connection to the natural world. They also connect us to other people – the friends, family or loved ones who have taken time out of their own busy lives to think of us.

But, as natural products that depend on the environment in which they're grown, they also need us to protect that environment – from taking steps to tackle climate change, to being mindful about the materials we use.

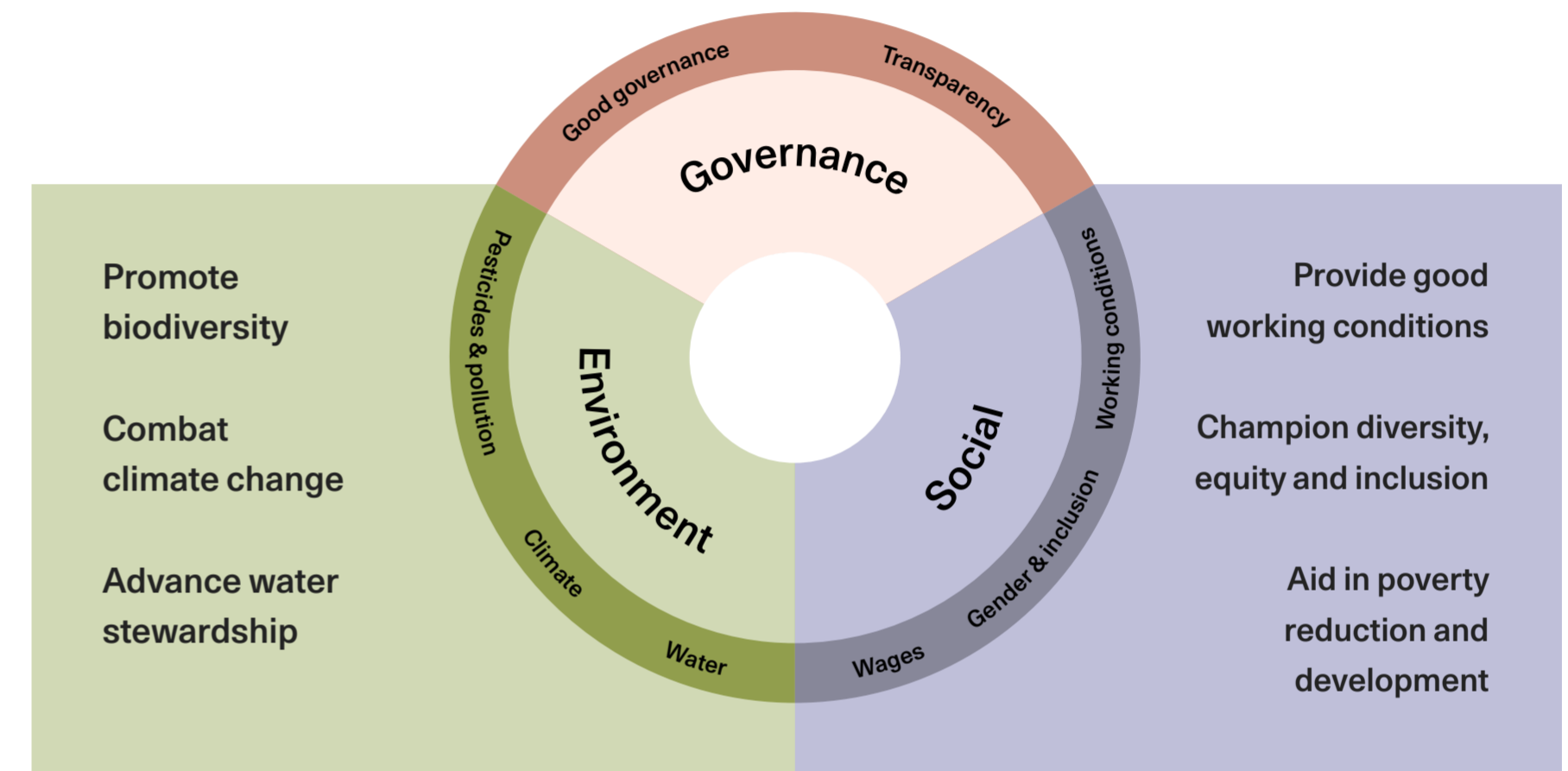
Our commitments are:

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

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

Our sustainability compass

We can't do this alone. So we're engaging with experts from academia, NGOs, suppliers, and others, to decide where best to focus our energies. Together with them, we've developed a sustainability compass. This sets out our biggest priorities, in line with the United Nations Sustainable Development Goals. When it comes to the environment, we focus on climate change, biodiversity, and water. When it comes to our social sustainability, we focus on alleviating poverty and decent working conditions, as well as diversity, equity, and inclusion.



A decade of action

We're proud of all we've achieved so far – from making all our packaging 100% recyclable, not sending a single stem to landfill, supporting rewilding, being officially carbon neutral certified and on the road to Net Zero.

But we know there's much more to do. As this current decade is known as the 'decade of action', our commitment to you is to not only learn from the past ten years, but to challenge ourselves to use the next ten years to be the best we can be. To be transparent about the progress we've made, and to constantly challenge ourselves to care wildly at every layer of our business. Read on to find out more, and if you have any feedback or questions don't hesitate to get in touch.



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A large, stylized illustration of a plant with various leaves and a cluster of small round fruits, rendered in shades of green. The illustration is partially enclosed by a thin, light green circular arc.

1. **Climate action**



Why we care

On the road to Net Zero

At Bloom & Wild, we take our responsibility to the climate extremely seriously. **Like everything we buy, flowers and plants come with a carbon footprint.** How big the footprint is depends on lots of complex factors – including how they're grown, how they're transported, and how they eventually make their way into your home.

We've been offsetting all the carbon emissions from our bouquets since 2020. And since 2022, we've been **officially certified as carbon neutral** through Climate Neutral Group. That means for every bouquet you buy, we offset its carbon footprint through nature based offsetting projects, such as agroforestry.

But we're not stopping there. **We're going beyond offsetting, and towards becoming completely Net Zero.** This means we work to reduce our emissions in line with the 1.5 degrees pathway of the Paris Climate Agreement. In collaboration with partners like Tech Zero, we're committing to take ambitious action towards a Net Zero target. This includes measuring and offsetting our Scope 1, 2 and 3 carbon emissions, and setting out a schedule to **halve our emissions by 2030 and be Net Zero by 2045.**

So far, we've managed to reduce our combined Scope 1 & 2 emissions by more than 430 tons compared to our baseline. This is well over 50% already – way ahead of our 2030 goal! But this doesn't mean we can sit back. Every bit of carbon reduction counts.

When it comes to Scope 3 emissions, we need to focus on continuing to reduce the carbon footprint from our bouquets. So we're working on integrating carbon budgets into all of our bouquet designs, to reduce their footprint year on year.

We're constantly challenging ourselves to find ways to reduce the environmental impact of our flowers and plants, so you can carry on enjoying the positive emotional impact they have on the people you love.

What is a carbon budget?

The carbon footprint of our bouquets is made up of several things – how much energy was used to grow the flowers, how they are transported, and how far they need to travel. Based on this, we set an ideal carbon 'budget' for each of our bouquet designs, which helps us select the right mix of stems. By tracking our carbon budgets, we can continue to reduce the footprint of our bouquets year on year.

Jargon buster

Carbon neutral

= we reduce our emissions, and offset what we can't reduce

Net zero

= we reduce our emissions (in line with the 1.5 degrees Paris Climate Agreement), offset what we can't reduce and invest in removing carbon from the atmosphere

Scope 1

= direct greenhouse (GHG) emissions that occur from sources that are controlled or owned by our organisation (e.g. gas heating)

Scope 2

= emissions our company causes indirectly through purchasing energy

Scope 3

= emissions that are not produced by our company or the result of activities from assets owned or controlled by us, but those up and down our supply chain (e.g., growing our flowers or producing our packaging)

Wins for 2022/23

- We're once again officially carbon neutral, and certified by an external auditor based on the Climate Neutral Group methodology.
- We're piloting shipping our flowers from further afield via sea freight, leading to over 90% of reductions in emissions per stem* as compared to air freight.
- We increased our amount of UK-grown stems.
- We've established baseline carbon emissions for each of our bouquets. And now we have a methodology for tracking this, we will work to reduce the footprint year-on-year. Our science-based target in our Net Zero plan is to reduce carbon budgets per bouquet by 7% every year.

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



What we're doing about it

We continue to be officially carbon neutral

That means we've worked with an independent climate impact partner (Climate Neutral Group) and a third party auditor to map, calculate, and verify our emissions across our entire supply chain.

Being climate neutral is vitally important to us – so we've chosen to be held accountable across the broadest possible range of emissions (scope 1, scope 2, and scope 3).

This means we provide:

- **Specific data for each individual flower stem**
Including growing processes, like water, gas, electricity, fertiliser, and pesticide use. We've worked together with sustainability consultancies to develop a tool and resources for growers to use in order to better understand their carbon footprint.
- **Data about our own buildings**
Like electricity and water usage of our offices and flower warehouses, some of which are already powered by renewable energy.
- **HR & travel data**
Like hotels, trains, and flights. And even electricity that our team use while working from home.

We offset these emissions by supporting projects around the world that invest in climate solutions. These are vetted by external experts to make sure they are high-quality and have good additionality – meaning they incrementally reduce carbon in the atmosphere.

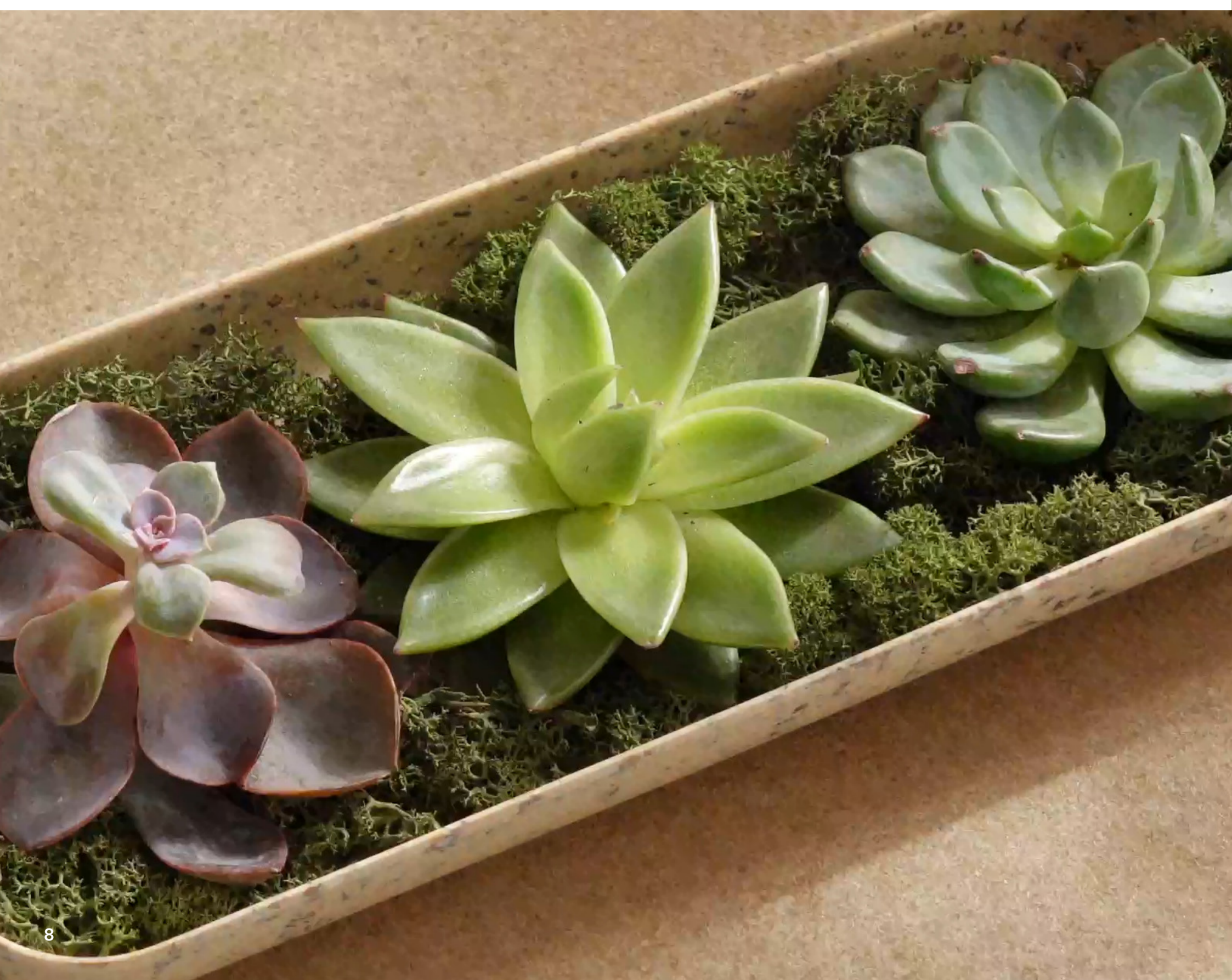
One example is agroforestry projects. Over the last few decades, developing countries have been using more intensive agriculture methods to bring better food security. But on the flipside, this has left land depleted of nutrients and water. With unhealthy soil, food security becomes a risk again.

By funding agroforestry projects, we're helping diversify the land once more. Local farmers plant a mix of indigenous trees in between the agricultural plots. This means more CO₂ is captured and absorbed from the atmosphere, and the soil becomes healthier.

The projects are managed by local self-help groups, including representatives from the village, forest experts and environmental officials. They oversee successful planting, as well as fair sharing of the benefits. The groups are predominantly made up of women, so the projects also support greater gender equality and equal opportunity for all members of the community.

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) say 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. Currently, global removals are well below 1 billion tons annually. So in order to achieve this, it's important that we keep investing in carbon offsets and the technologies behind it.



How we map our carbon footprint

We thought it was important not only to include emissions under our direct control (known as Scope 1 & 2) but from our full supply chain (known as Scope 3). This means we've included all the carbon produced from our office, growing our flowers, transporting them, fulfilling orders in our warehouse and delivering to our customers. We know the areas with the largest impact are how we grow and transport our flowers, so this is where we've focused most of our energy into making reductions.

We're working with a new carbon model which gives us even greater insight on where we can make reductions. We've calculated a CO₂-footprint value for each flower stem, so that we can understand the footprint of our bouquets.

That way, when designing bouquets, we are able to reduce the footprint by:

- Choosing a lower impact stem over a higher impact stem
- Choosing how we can purchase a stem as sustainably as possible, considering
 - The growing method and seasonality
 - The transportation options

We're working with industry initiatives like the Floriculture Sustainability Initiative (FSI) to further the insights and solutions available for tackling this.

On a smaller scale, we're also looking at reducing emissions from things like staff working from home, and from our own cooling systems. We're part of a project with the University of Sussex and Greenpixie, to deeper understand our cloud computing emissions, and how we can reduce and mitigate these. This project should result in open-source resources, from which any business can benefit.

We source our flowers carefully

We'll be honest – sourcing is complex. As eco-conscious consumers, we would love to always buy local. But different flowers need different environments to flourish. And when you add in factors like heated greenhouses, worker conditions, transport, forecasting... it becomes a much more nuanced picture.

We think deeply about how to source our flowers in the most responsible way and we work with flower farms around the world to achieve this. Our ultimate goal is always to find innovative ways to reduce our growing footprint, while working with suppliers who have rigorous working and agricultural practices (more on that in the next chapter).

1. Grown outdoors in UK and Europe

Our British-grown flowers – like peonies, lilies or daffodils – are picked in season close to our main warehouse to minimise unnecessary carbon emissions from travel. And in spring and summer our UK grown tulips are picked less than 20 miles away from our main warehouse. This summer, we even launched our first 100% organic bouquet from a family-run, biodiverse farm in Hertfordshire.



This year we launched our first-ever 100% Organic Bouquet, grown on a biodiverse farm in the UK.



2. Grown in warmer countries

But some stems – like roses and snapdragons – need a warmer climate to flourish. This gives us two choices: grow closer to home using artificial heat, or grow without additional heat in warmer countries like Kenya.

We've done a detailed audit to work out which option has the least impact on the environment. And we've found that even with air freight, the total carbon footprint of growing flowers in Kenya is around four to six times less** than growing similar flowers in heated greenhouses in the UK or Europe.

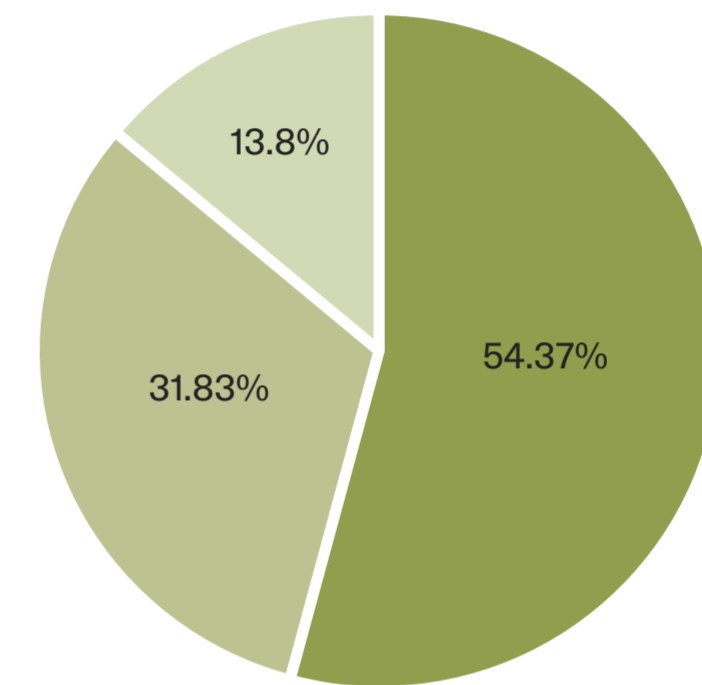
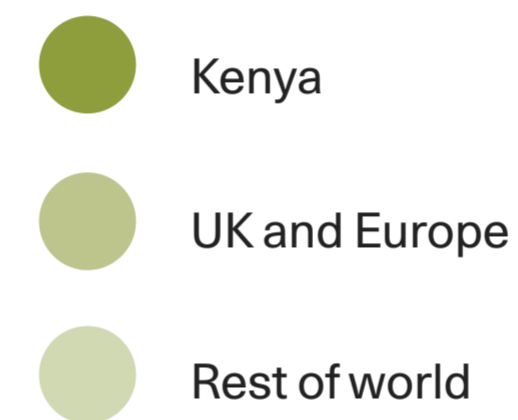
And we can make that impact even lower by finding alternatives to air freight. This year, we've been piloting sea freight for some of our stems grown in Kenya. We've seen great results in terms of quality, and this new method of transport reduces the footprint of those flowers by another $\pm 90\%$. Additionally, these farming operations provide livelihoods for millions of people across Africa, making it a really good solution for sourcing flowers.

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

3. Grown in heated greenhouses (ideally powered by renewables)

When we can't source our flowers from natural environments in the UK or abroad, we use heated greenhouses. We always look for the least impactful option. And where our growers still need to use heat, we're working with them to promote more sustainable growing practices, like geothermal energy.

Where do our flowers come from?



And our flower delivery is getting greener too

We're rapidly growing the amount of deliveries we make with zero-emissions partners like XeroE, and over the past 12 months, we again grew the number of deliveries made with electric vehicles in the UK, to 305,000).

Powered by posties

Did you know that 75% of Royal Mail parcel items are delivered on foot by your local postie? And they have the largest electric fleet in the UK. When they do go by vehicle, a Royal Mail van travels an average distance of 8 miles a day, compared to 100 miles a day for other carriers. They've also started the roll out of all-electric delivery offices powered by renewable energy – meaning deliveries from those offices will be zero emission.*

*Source: royalmail.com/sustainability

What we're doing next

Improving how we map our carbon footprint

We can now calculate a CO₂-footprint value for each flower stem we use, based on best-in-class methods and tools.* To help us reduce the impact of our bouquets by 50% by 2030, we're using this data to create a carbon budget for every bouquet design – meaning we can choose the right mix of stems to help keep us on our Net Zero roadmap.

Keep reducing emissions in our supply chain

We'll continue to source, expand and champion our British-grown stems – including tulips, hyacinths, lilies and daffodils. And where our growers still need to use heated greenhouses, we'll be engaging with them to switch to clean technologies.

Scaling sea freight

Our successful trials of sea freighting flowers from Kenya has reduced their impact by 90%. We're hoping to scale up this supply route next year. We've managed to ship a quarter of our foliage via sea freight to our main flower warehouse, and around 12% of our roses came by sea (in our best month). We're still learning as we go, and continue to review harvesting techniques, weather conditions, and the reliability of the cold chain. But we've seen some amazing quality flowers come our way with 90% less carbon emissions tied to them – so it's anchors away.





2. Responsible growing



Why we care

Working together to make a bigger impact

Care has been at the heart of Bloom & Wild since the beginning, so it's vital that we work with suppliers who look after their own workers and the environment. We depend upon healthy, diverse and abundant natural habitats and wildlife, surrounding thriving communities, and we want to help keep it that way.

Since last year, we've formally joined the Floriculture Sustainability Initiative (FSI), a coalition of industry-leading businesses as well as NGOs like WWF (World Wildlife Fund), Sustainable Trade Initiative and WomenWin. As a part of this, we're supporting a drive towards higher industry standards and best-practice for growing operations – especially when it comes to **decent working conditions, good agricultural practices, and environmental protection**. Together with FSI, we want 90% of the industry to have achieved high quality certifications by 2025.* In order to qualify, growers must have adopted an 'impact driven approach', which means they need to improve their environmental performance every year.

In addition, we continue to work with our existing partners to support important community initiatives related to health, education and the environment. Like Ocean Plastic Pots, who make plant pots from recycled plastics from fishing nets. We know that by joining forces with other companies who are doing their bit, we can make an even bigger impact.

* Why not 100%? Some of our stems, like branches from trees or Christmas decorations, don't have certification available. We do however look to source these from responsible sources, like government bodies tasked with managing local forests.

Wins for 2022/23

- Launched a 100% organic bouquet
- Joined the Floriculture Sustainability Initiative (FSI 2025)
- Launched a partnership with Rewilding Britain
- Launched a letterbox vase made of recycled plastic and durable silicone
- Launched and scaled our TLC kit for plants, securing a happy home for plants that are a bit wonky, damaged or discoloured.



What we're doing about it

Workers

We believe we can make the biggest impact on improving working conditions in the flower sector by focusing our attention on the wages and additional working conditions in Kenya, as the most significant flower producing country for us outside of Europe.

Over one-third of our flowers are sourced from Kenya through one strategic partner. Our close relationship means we have a good visibility of the supply chain and our CEO and leadership team have personally visited the sites. So we know that they uphold high standards when it comes to social responsibility.

Fair working conditions

All the flower farms we work with in Kenya offer:

1. Women's working rights
 - 1 year of maternity leave, with the first 3 months paid in full
 - New mums being able to leave early for 6 months
 - Gender committees to raise and address women's issues
2. Fair pay – including a wage that's above the industry average
3. Free transport to and from work
4. Subsidised food and canteen facilities for all workers
5. 30 days' paid holiday
6. Free access to healthcare, clinics and hospitals
7. Training and development schemes
8. Personal protective equipment (PPE)



Growing & the environment

We look into a number of things in order to safeguard the environment:

- Environmental certification of growers
- Life Cycle Assessment scores from individual flowers (right now mostly their carbon footprint, but increasingly on additional factors like land use and water use)
- Pesticide testing
- Introducing organically grown stems

We work with suppliers who uphold rigorous agricultural practices and certifications.

Water

A lot of our flowers come from Europe, where water usage is highly regulated. And many of our UK growers and European growers use state-of-the-art hydroponic techniques (using mineral nutrient solutions, in water, without soil). This uses up to 30% less water than traditional growing methods.

We also source from Kenya, where most of our flowers come from the Lake Naivasha and Mount Kenya regions, which are expected to get wetter over the coming years. In addition, our Kenyan growers capture and harvest rainwater, and feed it back into the growing operations using hydroponic drip technology. No water drains back into the ground – it's constantly recycled back into the system.

Pest control

The use of pesticides is something we pay close attention to. We adhere to a list of unwanted pesticides, and perform tests on stems we purchase to check for residues of such pesticides. By focusing on selecting growers with environmental certifications, we have an additional way of safeguarding the environment.

Our growers also use what's known as 'integrated pest management systems', which work by finding natural ways to prevent pests from making a happy home in our crops. By attracting or spreading natural predators, like ladybugs or predatory mites, nature itself protects our flowers.

The farmers we work with grow our flowers in natural conditions as much as possible. They pride themselves on their good agricultural practices. As a next step, growers use botanicals to control pests and only use pesticides as a targeted and very last resort – and never Class 1 or 2 pesticides.*

*World Health Organisation (WHO) Classification of Pesticides, 2019

Energy

We're in conversation with several of our suppliers to support the switch to renewable energy, especially if they use heated greenhouses. An example of this is the flower farm we work with in Norfolk, who use solar panels to power their cold stores.

Biodiversity

We're proud to work with suppliers who do more than just the basics. Two out of three of our UK growers hold LEAF (Linking Environment and Farming) Marque accreditation, which means they meet industry-leading standards of sustainable farming and environmental practices.

The organic farm in Hertfordshire that we source from promotes biodiversity by growing a variety of crops, digging ponds and having wild margins between rows of crops, all of which support a variety of beneficial insects and other animals that help manage pests organically. A haven for pollinating insects!

Our supplier in Norfolk actively supports local wildlife by setting up butterfly banks and wild flower meadows in partnership with LEAF. They've also planted thousands of new hedgerow trees to provide a natural home for local birds and animals.

The flower farms in Kenya that we work with have special projects in place to help protect forests and wetlands, while beehives and bat boxes welcome local wildlife. (Sometimes they even spot cheeky leopards sleeping among our carnations!) They also plant and rehabilitate natural plant species back into these environments, like community tree planting projects, reforestation programmes, and papyrus and bamboo planting in wetlands.

Rewilding

This year we started partnering with Rewilding Britain, who are aiming to see rewilding across 30% of Britain's land and seas by 2030. They advocate for large-scale restoration of ecosystems to the point where nature can take care of itself. This involves reinstating natural processes and, when appropriate and when the time is right, reintroducing missing species – allowing them to shape the landscape and its habitats. Rewilding offers the opportunity to give nature a chance to save wildlife, tackle climate breakdown, and benefit people and communities.

Peat

We want to reduce our usage of peat as much as we can. We have achieved this for the vast majority of our flowers. But the real challenge now lies with our plant range. Industry change will take some time, but we're addressing this by:

1. Working with growers to reduce the peat content of their soil. Some plants, like orchids, are already peat free. For others, we're mixing in alternatives.
2. Adding more plants to our range that are already peat-free.
3. Where we can't eliminate peat just yet, focusing on certified peat which has been harvested in a responsible way.

“We really appreciate Bloom & Wild being an active member 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, Floriculture Sustainability Initiative (FSI)



We're partnering with small, sustainable suppliers

100% Organic Blooms

A first for us! Just like nature, each bunch is unique. We pick the stems that are looking their best in the field that week. So we can send our customers a fresh, ever-changing selection of British seasonal flowers, like larkspur, cosmos, nigella, oxeye daisy, cornflowers, and zinnia.

They're lovingly grown and hand-harvested on the organic Pool Hullock Farm in Herefordshire, without chemicals, pesticides, heated greenhouses, or air miles. And we donate £1 to Rewilding Britain for every bouquet sold.

We're certified organic by the Soil Association, who carefully scrutinised our flowers, our operations, and our packaging.



**What we're
doing next**



Increasing our suppliers' accreditation

We continue to work with our growers on increasing their level of certification and improving environmental performance. We favour suppliers who can demonstrate an impact-driven approach to growing responsibly, and who use natural methods to grow our stems with respect for the planet.


Expanding our Sustainable Edit

Sustainability is at the root of everything we make and sell. But to help our customers know which of our flowers, plants and accessories have the lightest footprint, we've curated our Sustainable Edit. From British-grown tulips, to less-than-perfect plants in need of some TLC, to our innovative Ocean Plastic Pots, these thoughtful gifts feel just as good to give as they do to get. We're also exploring adding a new 'surprise bouquet' to our range, which makes use of stems that would otherwise end up on the compost heap.

Fairtrade

Many of our suppliers already have Fairtrade practices, and we're currently working together with the Fairtrade association to support this further. We have just launched our first 100% Fairtrade-certified bouquet in Germany, so stay tuned for more!





3.
Being
mindful
with
materials



Why we care

We reduce our material footprint wherever we can

The floristry industry has a waste problem. This includes visible waste like single-use plastics: cellophane and plastic flower food packets. But also the waste we don't always think about – flowers that get damaged or broken or that don't sell.

We're dedicated to tackling this problem head-on by sourcing **recycled, recyclable and compostable materials for our packaging**. And as an online business with smart forecasting tools, we're **constantly working towards zero (or near zero) waste** by only ordering as many bouquets as we think we'll sell. Whenever we do end up with leftover flowers or plants, we work hard to make sure **they don't end up in the landfill**.

As our customers, we know you love to buy flowers from us because you love to care. You put time and effort into supporting your friends and family through all of life's ups and downs. And we want to help you carry on doing that, safe in the knowledge that we're doing all we can to reduce the material footprint of the gifts you give.

Wins for 2022/23

- All our flower and plant packaging continues to be 100% recyclable (hooray!).
- We've removed plastic flower nets altogether, which saved 12,500 kg of plastic going to landfill (on top of the ± 80.000 kg we save by not using cellophane or other standard plastic flower packaging).
- We increased the number of 100% British-grown bouquets, including a fully organic one.
- Customers loved the TLC plant kits we started to sell last year, offering our less-than-perfect plants a good home. Over 1,000 plants have been rescued.



What we're doing about it

100% recyclable packaging

When it comes to packaging, we sweat the small stuff. This began when our CEO & Co-founder Aron personally measured hundreds of letterboxes across the country to make sure our cardboard flower packaging could be sent through the front door. And it's continued to this day.

We're proud that every single element in our packaging is now 100% recyclable, reusable or compostable – even down to the stickers, ribbons and paper flower food sachets. And nearly all our packaging is made from 100% recycled materials, like FSC-certified cardboard and paper, as well as ribbons made from plastic bottles.

As there are few more sustainable alternatives available, we are now focusing on reducing materials overall. In part, we have switched to thinner boxes, which saves 23% of materials!

We eliminated the use of plastic for most of our packaging years ago. Last year, we managed to eliminate the last bit of plastic packaging around our flowers when we avoided the use of flower nets. This has saved over 12.5 tons of plastic.

(That's like 625,000 toothbrushes!*)

*Based on average weight of a plastic toothbrush 20g (Dental Times, 2019)

What's in the box?

	Recycled materials?	What it's made from	Recyclable?	How to recycle
Cardboard box	✓	Recycled card from Forest Stewardship Council (FSC) certified suppliers	✓	Paper and cardboard bin
Kraft paper	✓	Recycled card from FSC-certified suppliers	✓	Paper and cardboard bin
Ribbons	✓	Made from recycled plastic bottles. Every 1,000m of ribbon saves 120 bottles from being chucked away to landfill.	✓	Fabric recycling bank – or keep and reuse
Greetings cards	✓	Recycled FSC-certified card printed with non-toxic vegetable ink	✓	Paper and cardboard bin
Care cards	✓	Recycled FSC-certified card printed with non-toxic vegetable ink	✓	Paper and cardboard bin
Flower food sachets	✓	Recycled FSC-certified paper printed with non-toxic vegetable ink	✓	Paper and cardboard bin
Stickers		Printed on FSC-certified paper	✓	Paper and cardboard bin
Compostable moisture bags		Compostable plastic containing non-toxic gel	✓	Compost bin
Protective bubble wrap*	✓	Low-density polyethylene (LDPE) made from min. 30% recycled plastic	✓	Plastic bag recycling at local supermarket (or plastic recycling bin if your council accepts bags)

*We're working on an alternative to bubble wrap

A small percentage of our orders (less than 1%) include recycled glass or ceramic vases. We've tried out different protective materials to keep them safe on their journey, including both cardboard and recyclable plastic. At the moment, the recyclable plastic bubble wrap is winning when it comes to protection. But we're still investigating other materials that can be more easily recycled. Our priority is to make sure the vase arrives at our customers' homes in one piece – wasting glass from a broken vase or re-sending the delivery isn't good for the environment, after all – so we're taking extra care to find the right solution. We've also introduced some new products, like new baby gift sets, that we want to make sure arrive in pristine condition. These too arrive with some plastic protection. However, we're making sure wherever we still use plastic, it's the type that can be recycled. And we never use floral foam, as it can't be recycled and produces microplastics.

What about our suppliers?

Non-toxic printing

We print 100% of our materials through B Corp certified printers. Like all of our Care Guides, which are printed by a net positive printer, Seacourt, using non-toxic, vegetable-based ink. Their factory is 100% powered by renewable energy, using zero water and chemicals, and generates zero waste. Compared to typical printers, they save 39,000kg of landfill waste every year and 60,329 litres of fresh water – the same as 967 showers.* Our inserts are printed by JUMP, who have significantly reduced carbon emissions as compared to conventional printers, and who are committed to regenerating forests.

FSC-certified paper mills

All the paper for our boxes, flower wraps, stickers and care cards is sourced through Forest Stewardship Council (FSC) certified suppliers. These suppliers uphold the highest social and environmental standards when it comes to sustainable paper sourcing. Our FSC recycled paper means it's been verified as being made from 100% recycled or reclaimed materials, which reduces the demand of virgin paper production and helps to protect the world's forests. Our paper mills operate a closed loop system – meaning they only work with FSC-certified suppliers too. In addition, we've switched our tissue paper for paper made from recyclable rose waste paper.

Creating an eco-friendly HQ

We believe that being sustainable should start from the ground up. So in our main office, we've adopted an Environmental Purchasing Policy, which defines how we can source the most sustainable options for the various products we use. This way we consider how we can make sure we use eco-friendly kitchen roll, natural cleaning products and 100% recycled toilet roll. When it comes to our stationery, we always opt for bits made from recycled materials. And we have plenty of bins throughout the space so we can sort our dry recycling, glass, coffee grounds and green waste from our normal rubbish. We reuse or recycling old furniture and IT equipment, or donate it to charity.

*Seacourt 'The Time is Now' Environmental Magazine (p.10-11), 2021





We're always working towards zero waste

We hate waste. It's the reason we're obsessed with forecasting. It's the reason our warehouses haven't sent a single stem to landfill since 2015. At our warehouses, we've created new partnerships to ensure we can recycle our paper and plastic, and compost our green waste!

As we expanded into new types of gifts like candles and chocolates, we've worked to significantly reduce the size of our packaging. In some cases, by $\pm 60\%$. As the first brand to pioneer letterbox flowers, we wanted to bring the same rigour and innovation to other products so that we don't end up shipping air.

Six ways we're tackling waste:

- 1. Only order as much as we think we'll need**
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 (although we always aim for 95% or more each month).
- 2. Hold special eco sales**
When we see we might have too many flowers, we offer them to customers at a discount.
- 3. Sell leftovers to local florists**
We work with a florist local to our main warehouse who takes them to the flower market and gives them new homes.
- 4. Compost green waste**
So any damaged flowers, excess foliage, leaves or leftover stems get recycled back into nature.
- 5. All our warehouses are sending zero waste to landfill**
Cardboard, plastic and wood we can no longer use is sent off for a new lease of life. And the things that can't be recycled are incinerated to turn them into energy.
- 6. Work with organisations like FareShare**
If there are ever any food items leftover from our hampers, we make sure they go to a charity that can make good use of them. Over the last year, we've donated around 1000 items to FareShare.



What we're doing next

Making our packaging even more sustainable

We set ourselves the target of making all our packaging 100% recyclable and to remove plastic nets. And we've done it!

But there's still work to be done, like plastic-free alternatives to our vase bubble wraps (while still keeping them snug and safe). And we'll continue to see how we can use fewer materials at every point of the journey. For example, by scaling up the use of thinner or different kinds of paper without compromising on quality.

As we continue to offer a wider variety of thoughtful gifts with more and more partners, we're working together with them to promote sustainable practices. Like our partner Biscuiteers, who are on the road to Net Zero with us. Or The Chocolatier, who focus on sourcing cocoa that supports local communities and wildlife.





4. **Investing in people and communities**



Why we care

Making meaningful connections beyond our gifts

As a growing business, we don't just have a responsibility to look after our planet. It's on us to give back to those around us too. From the teams in our head office and warehouses to our wider community. That is why we invest in our people and our communities. 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.

That's why we're always looking into new ways to boost our team's wellbeing. We provide:

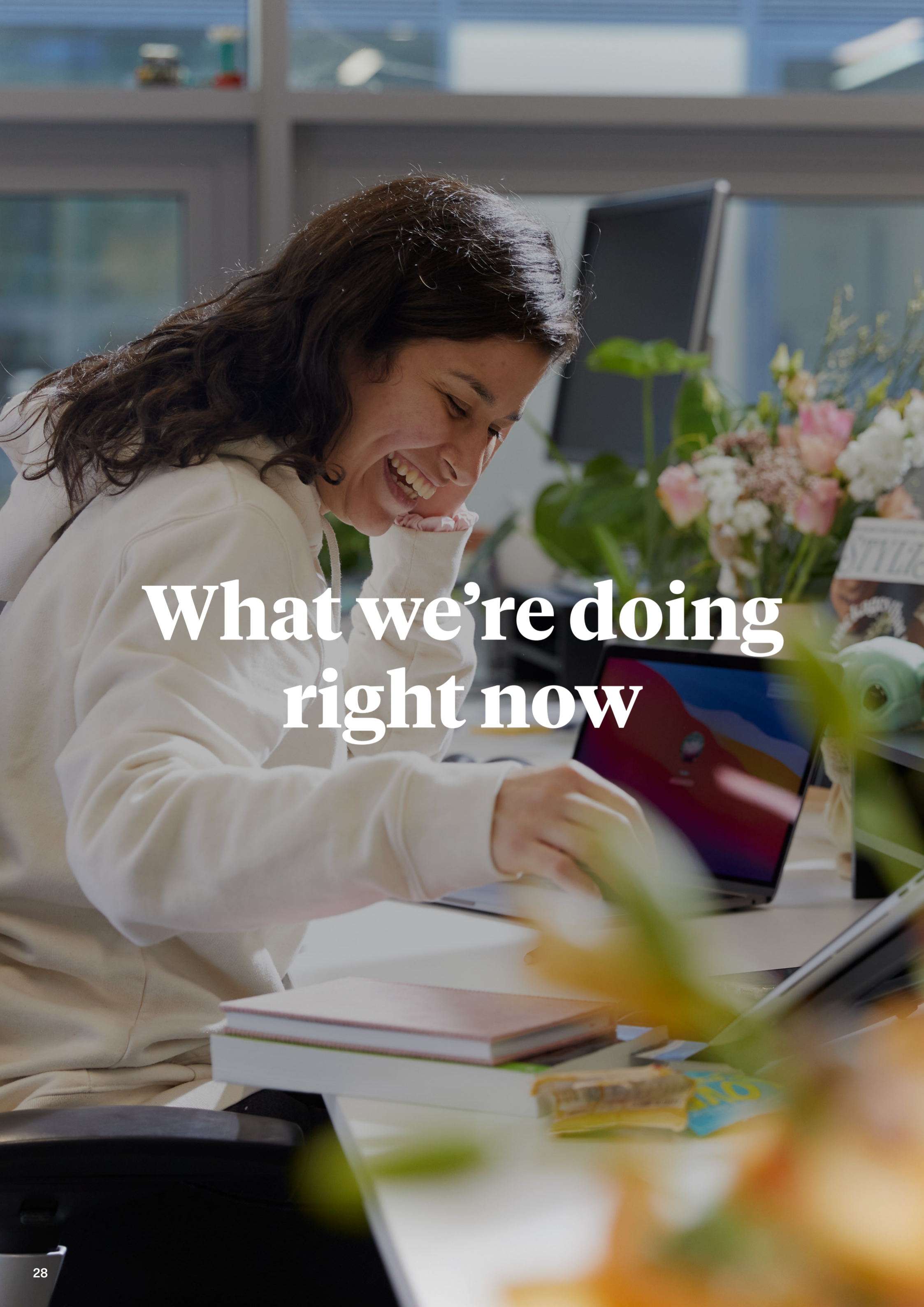
- Enhanced family leave
- Free mental health support from therapists
- Volunteering days
- Yoga in our offices
- Free financial health coaching
- Flexible bank holidays
- Rich learning opportunities and training
- Healthy snacks and lunches

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.)

Behind the scenes, we've been working with our charity partners to support them beyond our donations. Because, as we're sure you know, forming real connections is what matters to us the most.

Wins for 2022/23

- We donated over £160,000 to our charity partners
- We continue to make sure our marketing is representative by working with diverse models and influencers
- We launched a toolkit to support our neurodiverse colleagues
- The number of women in our tech roles is above industry averages, at 27%



**What we're doing
right now**

Building a diverse team

We've re-written our job descriptions, to eliminate any gendered and biased language, and better highlight the work we're doing to build our culture of thoughtfulness, care, and a strong sense of belonging. In the coming months, we'll be relaunching a refreshed careers site which offers more insight into our ways of working, our commitment to and celebration of DE&I, and more support for those who are thinking about applying to work with us.

This year, we've also worked with The Women's Association in London, offering mentoring and work experience to a group of females who would typically face barriers to employment. In addition, we're launching an apprenticeship program at our warehouse site in Nuneaton, offering formal training and development opportunities through the UK's Government scheme.

In 2023, 26% of our hires came from groups that are currently underrepresented at Bloom & Wild Group. Of course, our target of shortlisting at least 1 in 4 candidates from an underrepresented background remains in place.

Because of this, the make-up of our team has really blossomed over the last few years. The majority of our Senior Leadership Team identifies as female. We've made significant steps in creating a team that's more balanced across gender and ethnicity, and all the other identities that intersect with these (like religion, sexual orientation, socio-economic background and so on).

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

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.

In Technology, we continue to focus on increasing the representation of women in our teams. At this time, 27% of our Tech & Data team identifies as female, which is above the industry average. We submitted our second entry to the Tech Talent Charter and joined the All In promise, to pledge to do better to reflect the diversity of the population within our tech workforce.

In September 2023, we launched our partnership with SheCanCode - an international tech community for women, on a mission to close the gender gap in Tech. We've also recently renewed our signatory status on the Tech Talent Charter in the UK, pledging our commitment to driving greater diversity and inclusion in tech.

*Source: <https://www.womenintech.co.uk/8-facts-women-tech-industry>

We make sure our marketing is diverse

Our marketing should reflect the wide range of people who send our gifts every day. To make sure we're working with models of different ethnicities, ages, clothes sizes and both able-bodied and differently-abled, we've partnered with leading inclusive model agency Zebedee.

We give each of our bouquets its own (human) name. And we make a conscious effort to use a mix of female, male and gender-neutral first names (from both European and non-European cultures).

Alongside this, we've been using our platform to showcase more BAME-owned businesses. Some of the ones we've teamed up with recently are Cutter & Squidge and The Chocolatier.

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 and is able to thrive, no matter their background. We know this doesn't just happen, it requires us to make an effort to connect more deeply and understand the perspectives of all of our employees.

Three years ago, we implemented mandatory unconscious bias and managing inclusion training. And to make sure we're all staying educated on topics relating to diversity and inclusion, we regularly host 'Speaker 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. One of the things that came out of a Speaker Session is that it prompted us to look into how we can make our working culture and environment more accessible for neurodiverse people. At least 10% of people in the UK identify as neurodiverse – which can cover autism, ADHD, dyslexia, dyspraxia or other conditions. We have a strong representation across our team too. So we've created and rolled out a neurodiversity toolkit to make sure everyone can thrive in our organization.

Thanks to these types of changes, our sense of Belonging has remained steady and high, as it was 79% last year, and now is 79.1% of our total workforce.

We are working with experts such as The Hustle Crew and The Other Box to grow our understanding and expertise. Thanks to these insights, we have newly rolled out an Inclusivity & Anti bias training. We have also incorporated inclusive management as a course in our Manager Training Programme.

We have internal networks, for example one for those who identify as LGBTQ+ and another that covers D&I more general. Together with these champions, we have newly established Working Groups focusing on initiatives within our seven Diversity, Equity & Inclusion Pillars, to make sure that we drive progress in various areas that can help us thrive as an inclusive business.



Supporting causes we really care about

Caring wildly is something that comes naturally to our customers. You're there for the highs, lows and everything in between. And it's important to us that we show the same level of care, by supporting causes close to our hearts.

Throughout the year, we regularly donate to four charities: Carers Trust, Blueprint For All, LGBT Foundation and Rewilding Britain. We also support other charities at certain points in the year, such as Tommy's at Mother's Day.

Carers Trust

As a business, care is central to everything we do. So it made sense for us to support Carers Trust, a charity that works tirelessly to aid unpaid carers and raise awareness of all they do. We've been working with Carers Trust since 2020 and are proud to have donated over £670,000 so far to them in various ways.

In October 2022, to help some young carers learn a new skill (and get a bit of respite), we invited a group of them to our flower studio. They met with our florists and got to design their very own bouquet. For each one sold, we donated £1 to Carers Trust.

Over 4,000 carers have been helped by our donations

Our donations predominantly go towards a special fund set up by Carers Trust, The Princess Royal's Respite Fund for Carers. It helps carers take time off to recharge, even if it's just for a few hours. Through the fund, they can get access to things like yoga classes, theatre tickets, day trips and care packages, as well as bursaries for counselling, household items and mentoring.



LGBT Foundation

We exist to connect all kinds of people together. But for many people who identify as LGBTQ+, that support network can be hard to find. That's why we donate a portion of our profits to the LGBT Foundation.

Our donations go towards funding their helplines and Befriending Scheme, both of which are there for anyone who's feeling alone, confused or anxious. Because their helplines aren't fully-funded, they rely on donations to keep them running.

“I first emailed the foundation’s helpline when I was extremely anxious. I didn’t know where to turn. The reply I got back was the most wonderful and thoughtful email, I can honestly say it saved my sanity.”

In 2022, we worked with a group of LGBTQIA+ trailblazers to champion the stories of Pride heroes past and present. We developed and named a bouquet after Marsha P Johnson, a Black trans woman and a key figure in the 1969 Stonewall riots, and a Flower Crown Kit of which 100% of profits were donated to LGBT Foundation. In total, we raised £14,000.

Blueprint for All

As a way of supporting the community around our HQ in South London, we partnered with Blueprint For All (formerly known as the Stephen Lawrence Trust). This charity aims to create an inclusive society in which everyone, regardless of their race, ethnicity or background is able to thrive.

Our donations have helped grow their mentor platform, increasing the number of people they're able to train on the platform, and creating more resources to bolster the training.



Tommy's

We recognise Mother's Day is different for everyone, and it needs a more thoughtful approach. In 2019, we were the first company to offer our customers the opportunity to opt-out of marketing emails (as part of our Thoughtful Marketing Movement). And in 2023 with the help of Tommy's, we championed all the small ways we can reach out to each other. Whether it's a text, a hug, a cup of coffee, or simply asking "Are you ok?"

No one knows the importance of reaching out better than Tommy's. The UK's leading pregnancy charity, they're dedicated to providing support to anyone at any stage of their pregnancy journey, as well as carrying out ground-breaking research into the causes of baby loss.

For Mother's Day 2023, we developed a bouquet named The Hope and for every sale we donated £1 to Tommy's to go towards funding their vital research into baby loss, and providing support to parents at every stage of pregnancy. We donated over £10,000 to Tommy's.

To help put that into perspective:

- £10 covers the cost of a Tommy's Midwife phone call to reassure pregnant mums and give advice.
- £30 funds a midwife appointment at one of Tommy's specialist clinics.
- £100 funds a scientist at one of Tommy's ground-breaking research centres for an entire day.

The Hope





All that's left to say? Thank you.

Thank you to every single one of our customers. Everyone who's bought or received our flowers, plants and gifts. And everyone who continues to challenge us on where we could be doing better. We know you care about this stuff just as much as we do, and so you can expect to hear a lot more from us about our sustainability initiatives in the coming weeks, months and years.

We'll continue to use these reports to update you on everything we're doing, and we'll keep you in the loop more regularly on our social channels. If you have any questions or suggestions, get in touch with us here: bloomandwild.com/contact-us





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